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**GOEASY LTD. LAUNCHES SECOND ANNUAL “FEED THEIR FUTURE” CAMPAIGN TO SUPPORT EASYBITES’ GOAL OF 100 KITCHENS FOR BOYS AND GIRLS CLUBS ACROSS CANADA**

**TORONTO, Ontario, September 13, 2018:** With \$1 million raised from corporate and customer-facing initiatives and 40 kitchens to be completed by the end of the year, *goeasy* is well on its way to meet its goal of new, safe and functional kitchens for 100 Boys and Girls Clubs across the country by 2023 through their unique *easybites* initiative.

To build on this exciting momentum, *goeasy* is launching their second annual “Feed Their Future” campaign, a fundraising program that encourages customers to raise and donate funds that will support the *easybites* initiative for Boys and Girls Clubs. The creative from the campaign will be showcased in all 350 *easyhome* and *easyfinancial* locations as well as in print ads and across social media.

“We’ve had a strong partnership with Boys and Girls Clubs for 15 years now, contributing over \$1.5 million to various programming within the organization. We work as a team determining where their greatest need lies, and how we can step in to help,” says Andrea Fiederer, Executive Vice President and Chief Marketing Officer, *goeasy* Ltd. “Providing a functional kitchen space in all Boys and Girls Club locations goes beyond teaching the importance of nutrition. These kitchens serve as platforms to provide key life skills – independence, yet also working effectively with others, problem-solving and taking and giving direction.”

Launched in 2014 with a total financial commitment from *goeasy* of \$2.5 million, *easybites* has overseen the completion of 27 kitchens to date with work getting underway over the last year to refit 13 more kitchens in provinces such as New Brunswick, British Columbia, Alberta and Ontario. The Clubs that have participated in the *easybites* program have benefited from an increase in their capacity to provide healthy meals and snacks and expand programs that teach young people essential food and nutrition skills.

“The *easybites* kitchen renovation projects have allowed our Clubs to have the updated equipment and food prep resources they need to serve meals to thousands of young people,” says Owen Charters, President and CEO, Boys and Girls Clubs of Canada. “That’s important on its own, of course, but these kitchens are also the heart and soul of our Clubs. This generous program from *goeasy* has a long-term, sustainable impact that will benefit our Clubs for years to come.”

This year’s Feed Their Future fundraising campaign will kick-off the week of September 10<sup>th</sup> and will include the “**Kids’ Table - an evening at *easybites***”, in Toronto on October 3<sup>rd</sup>, where members of the Eastview (Toronto) Boys and Girls Club will host a restaurant-inspired event for parents of Club participants and other invited community members, supported by volunteers from *goeasy* and Boys and Girls Clubs of Canada.

Canadians are encouraged to help make the Feed Their Future campaign a success for the young people across Canada that benefit so greatly from Boys and Girls Clubs. Starting September 10 until October 8, Canadians can pledge \$2, \$5 or \$10 donations at any *easyfinancial* or *easyhome* location, or online at [www.goeasy.com/feedtheirfuture](http://www.goeasy.com/feedtheirfuture). Between September 18 to September 22 *goeasy* will donate \$2 for every loan or lease entered into with the company.

**About goeasy Ltd.**

*goeasy* Ltd. is a leading full-service provider of goods and alternative financial services that provides everyday Canadians with a chance for a better tomorrow, today. *goeasy* Ltd. serves its customers through two key operating divisions, *easyfinancial* and *easyhome*. *easyfinancial* is a non-prime consumer lender that bridges the gap between traditional financial institutions and costly payday lenders. It is supported by a strong central credit adjudication process and industry leading risk analytics. *easyfinancial* also operates an indirect lending channel, offering loan products to consumers at the point-of-sale of third party merchants. *easyhome* is Canada's largest lease-to-own company, offering brand-name household furniture, appliances and electronics to consumers under weekly or monthly leasing agreements through both corporate and franchise stores. Both operating divisions of *goeasy* Ltd. offer the highest level of customer service and enable customers to transact through a national store and branch network and through its online and mobile eCommerce enabled platforms.

*goeasy* Ltd. is listed on the TSX under the trading symbol "GSY". For more information, visit [www.goeasy.com](http://www.goeasy.com).

**About Boys and Girls Clubs of Canada**

Community-based services. Positive relationships. Life-changing programs. As Canada's largest child-and youth-serving organization, Boys and Girls Clubs provide vital programs and services to over 200,000 young people in 700 communities across Canada. Learn more at [bgccan.com](http://bgccan.com) and follow us on social media @BGCCAN.

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