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**OneSeventeen Media Joins the Pledge 1% Movement,
Makes Commitment to Integrated Philanthropy**

AUSTIN, TX - (October 7, 2021) - OneSeventeen Media, PBC announced today that it has joined Pledge 1%, a corporate philanthropy movement dedicated to making the community a key stakeholder in every business. Spearheaded by Atlassian, Rally, Salesforce and Tides, Pledge 1% empowers companies to donate 1% of product, 1% of equity, 1% of profit or 1% of employee time to improve communities around the world.

OneSeventeen Media is joining an impressive network of entrepreneurs and companies across the globe that have committed to philanthropic efforts through the Pledge 1% movement. By pledging 1% of its product and employee time, OneSeventeen continues to demonstrate a commitment to philanthropic leadership.

"We are incredibly excited that OneSeventeen Media has taken the pledge," said Amy Lesnick, chief executive of Pledge 1%. "The Company can play a pivotal role in building this movement and promoting a new normal in which all companies—big and small—integrate giving back as a core value in their business."

OneSeventeen Media's mobile product, reThinkIt!, is a digital mental health platform using chatbot assistants to help kids better process difficult emotions, understand their own behaviors, and navigate those of others. It solves complex issues for childrens'

social emotional well-being with on-demand messaging that's evidence-based, personalized & predictive. It has already been proven to help calm students down, get them to accept responsibility and communicate more about the issues confronting them before they escalate out of control.

“This commitment to Pledge 1% is the formalization of what we’ve done for more than 20 years - give back to our community”, says CEO Beth Carls. “Through our employees, our co-founders and our products, we give numerous time and financial resources annually to organizations like United Way, SXSWedu, B Lab, Duke Impact Investing Group, GEN Austin, Central Texas Food Bank, Habitat for Humanity and numerous social entrepreneurship programs at The University of Texas at Austin. We’re dedicated to supporting the goal of Pledge 1% to change how companies think about corporate philanthropy.”

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About OneSeventeen Media, PBC: OneSeventeen Media leads the charge in developing digital mental healthcare solutions for K12 schools that help educators improve outcome-based social emotional and mental health results. reThinkIt! for School™, our proven mobile tele mental health platform, helps make students emotionally healthier. Powered by machine learning, reThinkIt! leverages its unique combination of kid-smart, chatbot-driven conversations and real-time self-guided Emotional Digital Triage™ Assessments paired with optional access to licensed live chat mental health therapists and certified counselors. reThinkIt! helps automate the time-intensive parts of the mental health evaluation and triage process that bog down the more important – and essential – high-touch-people part.

For schools with or without their own counselors or therapists, reThinkIt!’s unique flexibility provides forward thinking administrators a pays-for-itself cost effective, and easily customizable platform that meets students’ mental health needs no matter where they are emotionally at any given moment. All, easily accessible in one kid-friendly mobile app – on-demand when they need it most – at school, at home or on their own. Austin-based OneSeventeen Media is funded in part by social impact investment from Southwest Angel Network (SWAN) and Health Wildcatters. We’re committed to transforming the global

economy to benefit all people, communities, and the planet. Learn more at www.one-seventeen-media.com.

About Pledge 1%: Pledge 1% is an effort spearheaded by Atlassian, Rally, Salesforce and Tides to accelerate their shared vision around integrating philanthropy into businesses around the world. Pledge 1% encourages and challenges individuals and companies to pledge 1% of equity, profit, product and/or employee time for their communities, because pledging a small portion of future success can have a huge impact on tomorrow. Pledge 1% offers companies turnkey tools and best practices, making it accessible for any company to incorporate philanthropy into their business model. To learn more or to take the pledge, please visit www.pledge1percent.org.

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