360Fuel and Change Exchange teams up with the American Heart Association to deploy new Round-Up Technology nationwide.

Shoppers can support the life-saving work of the American Heart Association by rounding up during retail and fuel purchases in key U.S. Markets.

New Orleans, LA – March 31, 2022 — 360Fuel, and its initiative Change Exchange, is joining the fight against heart disease and stroke by supporting the American Heart Association, the world’s leading nonprofit organization focused on heart and brain health for all. In June 2021, 360Fuel began rolling out their innovative new round-up at the pump technology, powered by Change Exchange, which allows fueling customers to round up their purchase to donate to the American Heart Association’s fundraising campaign, Life Is Why™.

“Heart and Brain health are critical to everyday vitality and function. Most heart disease and stroke deaths are preventable. Personally, having lost my grandfather due to stroke, education on the signs of a stroke and situational readiness are invaluable. The loss of a loved one in life or function is one of the greatest challenges we as individuals face in our lifetime. In fulfilling our corporate responsibility mission, we are elated to join forces to support the American Heart Association’s Life Is Why campaign with the aim of promoting life and healthy living.” states Werlien Prosperie III, CEO of 360Fuel.

Change Exchange’s mission is to enable everyday people to impact the world by rounding up their change. Connecting individuals with a cause and giving them the ability to impart change in the world and make a difference through their everyday activities. 360Fuel’s affiliation with Change Exchange generates a platform of empowerment for fuel users, giving them the ability to support humanitarian and environmental causes through their fuel purchases.

360Fuel’s future-proof fueling platform and fuel dispenser TRON coupled with Change Exchange’s mission offers the opportunity for every individual hand in hand to make a major impact on social responsibility through every fuel purchase. "With over 10 billion fuel users a year that make purchases at the pump, I know Change Exchange is going to help make our world a better place," states Logan Worthington, Vice President of Change Exchange.

Over the next three years as they expand their new TRON fuel dispensers across the U.S., 360Fuel will provide customers and followers with the opportunity to donate to the American Heart Association. Since June 2021, customers at participating fueling stations were able to round-up their purchases, or submit a $1, $3, or $5 donation right from the convenience of the pump itself.

“The American Heart Association is committed to being a relentless force to creating a world of longer, healthier lives,” said Jessica Gremillion, Senior Vice President, American Heart Association - West. “We could not do what we do without the support of millions of volunteers, donors and companies like 360Fuel and Change Exchange participating in the Life Is Why campaign. The
fundraising efforts of these companies provide the critical resources needed to make the greatest possible impact on health, both on a community and a global level.”

Donations through Life is Why’s participating retailers and companies – no matter the amount – allow the Association to:

- Fund research and education that can improve the health outcomes of heart and stroke patients.
- Train more than 2.5 million high school students in CPR annually.
- Support the work of local entrepreneurs and organizations working to improve health outcomes in under-resourced communities.

To learn more about the Life Is Why campaign and other participating companies, please visit Heart.org/lifeiswhy.

**About 360Fuel**
360Fuel is an Internet of Things (IoT) and Artificial Intelligence (AI) company transforming fueling and convenience store retail. 360Fuel provides fuel retailers with leading technology differentiation while rewarding their customers with the most seamless customer experience. 360Fuel produces the world’s most advanced and cost-efficient alternative energy fuel dispensing systems with the mission to accelerate the adoption of organic energy sources. 360Fuel standardizes an enhanced customer experience alongside a critically connected infrastructure.

Connect with us 360fuel.net, LinkedIn, Facebook, and Twitter or email us at info@360fuel.net.

**About Change Exchange**
Change Exchange is an empowerment platform, enabling everyday consumers to bring change to the world’s most significant humanitarian and environmental challenges. Change Exchange’s technology platform plugs into everyday point-of-purchase transactions providing consumers the opportunity to round up to the nearest dollar or make a donation at purchase. Change Exchange’s mission is to connect individuals with a cause and provide them the ability to change the world through their everyday activities.

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