

Cornell, Personally Donates 1 Million Shares of TLIF Stock, TOCCALife.com to Donate 5000 Home Drug Tests to Establish TOCCA Life Foundation's Moyra Duncan Dare To Share(s) Drive Promoting "It's Okay To Ask For Help" to the 1 in 4 Families Directly Affected by Addiction.

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TOCCA LIFE HOLDINGS, INC. (otcbb: TLIF), Lake Worth, Florida – ([PR.com](#)) TOCCA Life Holdings, Inc.'s President and CEO, Tyler Cornell, announced today that he is formalizing an escrow fund with the company's transfer agent that provides for 200 shares of TLIF for each person, up to a total of 1 Million shares, who participates in establishing the TOCCA Life Foundation's Moyra Duncan Dare to Share(s) Drive that promotes speaking out about The Other Cancer Called Addiction (TOCCA) via Facebook video shares and the crowd funding portal: <http://www.youcaring.com/help-a-neighbor/tocca-life-foundation-s-moyra-duncan-dare-to-share-s-drive/322015> When asked why he personally donated the shares, Cornell stated, "There is a saying in the program that always proves true, "You can't keep it if you don't give it away." This means that sharing what you have with others gives them some tools to help "Live Life On Life's Terms" while growing. It also replenishes your own understanding of what you truly have and should be grateful for. We're told that one in Four American Families is directly affected by the disease of drug addiction. If this gets people to talk about addiction, accept it and take action, then I'm ready to donate even more."

Participants can donate as little as \$5 US to participate and receive the gift of 200 shares in TOCCA LIFE HOLDINGS but must Dare to Share a short video clip on the TOCCA Life Foundation Facebook Page saying "Addiction; it is a disease. It's okay to ask for help, I've seen what can happen if you don't. I'm here for my friends to listen if you need me" while dumping a drink, extinguishing a cigarette, tossing away lottery tickets, throwing away some shoes, ripping up a credit card or stomping on a video game and end the clip by daring 3 friends to do the same. Cornell went on to say, "We are focused on alcohol and drug addiction but addiction comes in all forms and we hope people are creative with their videos. Getting people to hear the word addiction in any form other than as a taboo is a great start to understanding what addiction is, the detrimental effects it can have in any of its forms and shifting the focus on early detection instead of denial."

Dare To Share(s) Rules and Restrictions apply and can be found at <https://TOCCALifeFoundation.wordpress.com>. However, to make it more fun, the first 3000 donors who participate in sharing will automatically receive a home drug test kit and will be notified to contact the stock transfer agent to receive their shares of TLIF. The additional 2000 gifts thereafter will be disbursed in part each day, randomly to donors that share via Facebook, every day until the close of the event. People who think it is too late to receive stock should know it is important and fun to participate because you may be helping the person filming you get the courage to seek help. Co-Founder Robert Duncan said, "Yes, we want people outside "the program" to participate as much or more than those who have sought help in fighting addiction, so everyone can talk about addiction without whispering. Let's not forget, it's a great way to teach your children about stocks and addiction at the same time."

TOCCA Life Foundation's Moyra Duncan Dare To Share(s) Drive aims to penetrate the quiet and closely held battles of addiction by letting people know that it is a disease and should not be misconstrued with stereotypical accusations but harnessed with early detection followed by treatment just as Cancer, Diabetes and other diseases are. Donating the 5000 Home Drug Tests to participants isn't just a gift but a recipients' responsibility to hold friends and family accountable for their actions while helping determine if a possible drug use was social or has triggered the disease. Volunteer Patrick Murphy noted, "From my experience and as quoted by the program, the sad fact is, Addiction usually ends in jails, institutions or death. Many times this happens because people are embarrassed to admit it or think they can't afford to treat it. Please let people know it is okay to ask for help and support Dare to Share(s) in a fun manner before it is too late. I've notice when you get behind the Program, the Program gets behind you. I Dare You to find out!"

About TOCCA Life Holdings, Inc. (otcbb:TLIF):

Located in Lake Worth, Lantana and Boynton Beach, Florida, the first publicly traded sober living facility in history, TOCCA Life, offers clients more than the typical halfway house or recovery residence experience by opening up doors of interest that may spark a new passion for life while practicing the 12 Step Program in its safe, structured sober living environment. Extra precautions are being



taken for the clients and the community with clinical toxicology testing, to monitor prescription drug use and make clients accountable for illicit drug use, as they transform themselves back into productive members of society. For more information, visit <http://TOCCA Life.com>

Forward Looking Statements:

The statements made herein contain forward-looking statements that are based on management's current expectations and assumptions and are subject to risks and uncertainties. If such risks or uncertainties materialize or such assumptions prove incorrect, our business, operating results, financial condition and stock price could be materially negatively affected. In some cases, forward-looking statements can be identified by terminology including "goal," "believes" "objective," "can," "may," "will," or the negative of these terms or other comparable terminology. We operate in a rapidly-changing environment and new risks emerge from time to time. As a result, it is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements the Company may make.

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