Veganuary Workplace Challenge

Colleague Email Template

(subject line) **Are you up for a challenge?**

Dear <colleague/name>

Fancy going plant-powered for a month?

It’s called the Veganuary Workplace Challenge and involves eating a purely

plant-based (vegan) diet for one month.

This diet has proven health benefits, including increased energy levels, lower

cholesterol levels, lower blood pressure and it also helps to combat weight

gain. Many sportspeople swear by a vegan diet – including Venus and Serena

Williams, Wimbledon winner Novak Djokovic, Formula One superstar Lewis Hamilton and sprinter and bodybuilder Julia Hubbard.

It’s the most environmentally friendly diet too. It’s been calculated that if

you stick to a vegan diet for one month you’ll be responsible for saving…

124,900 litres of water, 84 square metres of forest and 273 kilogrammes of carbon dioxide emissions (that’s better than giving up your car for a month!)

Eating animals is the largest contributing factor in habitat loss and extinction,

with millions of acres of forest felled each year to make way for livestock

production. And over 56 billion animals needlessly suffer and die in the meat,

dairy and egg industries every single year, when cheaper plant-based foods

are readily available.

I’ve spoken to the bosses and they’re all for it – and I’m hoping you’ll be too!

If you sign up for the Veganuary Workplace Challenge, you’ll be sent a free

2021 Veganuary Celebrity Cookbook to download right away. You’ll then receive

31 days of support emails to inspire, motivate and help you through your

vegan month – with everything from recipes and meal plans to tips on where

to get your nutrients and how to stock your cupboards. And if that’s not

enough, every day you’ll get mouth-watering recipe videos from a selection of top chefs!

I think this is a great way to get us more involved in our health, nutrition and

the huge issues around sustainability in the food we eat. I really hope you’ll

give it a go with me!

If you’re up for it, just reply to my email and I’ll send you Veganuary’s digital

guide to get you started…

Kind regards,