Veganuary Workplace Challenge Press Release

<date>

**<company name> goes plant powered**

Staff at <company name> are taking part in the Veganuary Workplace

Challenge this <month>, when they will be eating a vegan diet for <28/30/31>

days.

A purely plant-based diet has proven health benefits, including increased

energy levels, lower cholesterol levels, lower blood pressure and helps to

combat weight gain.

“It’s really important to <company name> that our staff are healthy and

enjoying life”, said company spokesperson <name>. “The Veganuary

Workplace Challenge ticks so many boxes for us. It involves our staff in a fun

challenge that brings them together and gets us all to discuss the benefits of a

plant-based diet and what’s actually in the food we buy.”

A vegan diet also has considerable environmental benefits as 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.

A 2010 UN report stated that a global shift towards a vegan diet is vital to

save the world from hunger, fuel poverty and the worst impacts of climate

change

It has been calculated that one person eating a vegan diet for a month will

save 124,900 litres of water, 84 square metres of forest and 273 kilogrammes of carbon dioxide emissions.

<name> added “At the end of the month it’s going to be really interesting to

calculate by exactly how much <company name> has decreased its carbon

footprint – and how many of our colleagues continue the diet.

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For more information contact:

<contact details>

<company contact details>

For more information on Veganuary go to:

[www.veganuary.com](https://veganuary.com)