

SIGN UP TO VEGANUARY NOW AT [VEGANUARY.COM](https://veganuary.com)



98%
OF PARTICIPANTS
SAY THEY
RECOMMEND
VEGANUARY

TRY VEGAN **THIS JANUARY**

**VEGANUARY IS HERE WITH SUPPORT
AND ENCOURAGEMENT TO HELP YOU
TRY VEGAN THIS JANUARY**

By joining the hundreds of thousands of people each year who sign-up with us and try vegan for a month, you could improve your health, protect the environment and help spare the suffering of many farmed animals.



VEGANUARY 

THINK ONE PERSON CAN'T MAKE A DIFFERENCE? THINK AGAIN!

More than two million people from all around the world have already taken part in Veganuary and their impact has been huge.

WHAT IMPACT HAVE VEGANUARY'S **TWO MILLION** PAST PARTICIPANTS HAD BY EATING VEGAN FOR 31 DAYS?

Based on calculations extrapolated from
Poore & Nemecek (2018) Science

science.sciencemag.org/content/360/6392/987/



**12.4 MILLION
LITRES OF
WATER SAVED**



**810 TONNES OF
PO₄³⁻eq SAVED
(EUTROPHICATION)
the same as 3,290 tonnes
of sewage spared from
waterways**



**207,680 TONNES
OF CO₂eq SAVED**
equivalent to
2.4 million flights
from London
to Paris



**6.7 MILLION ANIMALS
SPARED FROM A LIFETIME
OF SUFFERING****

****according to
The Vegan Society's calculator**

**WILL
YOU
JOIN
THEM?**



**POINT YOUR SMARTPHONE
CAMERA AT THIS QR CODE
TO VISIT THE WEBSITE!**

SIGN UP AT VEGANUARY.COM NOW AND YOU'LL RECEIVE:

Regular emails with **shopping lists**,
recipes, **meal plans** and **nutrition advice**

A **celebrity e-cookbook**,
with delicious vegan recipes

Social media support in our
closed Facebook Group

It's all free!

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VEGANUARY