



## **GO VEGAN FOR A MONTH AND SAVE 1000 ANIMALS!**

***"I feel happier, healthier and have been really inspired by the Pledge meetings and the Pledge in general." Vegan Pledge 2012 participant***

London-based group Vegan Campaigns is inviting Londoners to pledge to go vegan for one month and save nearly 1000 animals, from 12 May to 9 June 2013.

Participants will be invited to two free events at a venue in central London at the beginning and end of their vegan month: Sunday 12 May and Sunday 9 June, from 11am – 4pm. These two inspiring days will include cookery demos, nutrition talks, a film, basic health advice by a vegan GP and delicious vegan food samples. Ongoing support throughout the month will also be provided. And it's all completely free!

A Vegan Campaigns spokesperson mentioned just seven of the many reasons for going vegan:

- Males calves born on dairy farms are regarded as waste by-products. Just a day old, they are torn from their mothers and either shot in the head or sent on punishing journeys to European veal farms.
- Studies have linked regular consumption of dairy products with breast, ovarian and prostate cancers.
- Plant-based diets only need one third of the fresh water, fertile land and energy used for the typical British diet.
- A global vegan diet would reduce dietary greenhouse gas emissions by 87%, compared to a token 8% for "sustainable meat and dairy".
- If everyone ate a plant-based diet, we could grow enough food to eliminate world hunger for good.
- Each year, millions of male chicks are shredded alive or gassed because they cannot lay eggs.
- Almost all cows suffer from laminitis, and "to understand the pain of laminitis imagine crushing your finger nails in the door then standing on your fingertips." Professor John Webster, Department of Animal Husbandry, Bristol University.

This will be the sixth pledge run by Vegan Campaigns. In 2012, 75 people took the Vegan Pledge, with almost half being vegetarian already. The motivating factor for most participants was awareness of animal suffering, the environment and improving their health. At the end of the month, seventy per cent felt so enthusiastic about their new lifestyle, they decided to remain vegan, with the rest of the group committing to increasing their consumption of vegan food. A pledger commented: *"Amazing differences – more energy, body flexibility, feeling full longer, happy to support a good cause."*

**One of the Pledge organisers, Catherine Laurence, says:**

“If you have been thinking about going vegan, or would like to find out more about eating ethically, the Vegan Pledge is the perfect opportunity to give it a try. It provides the extra motivation and support that some might need, in a relaxed and friendly environment.”

Members of the public who would like to register for the Vegan Pledge or find out more information can visit [www.vegancampaigns.org.uk](http://www.vegancampaigns.org.uk), email [info@vegancampaigns.org.uk](mailto:info@vegancampaigns.org.uk) or call 07811 062 683.

ENDS

**Notes to editors:**

- **For more information about the Pledge**, email [info@vegancampaigns.org.uk](mailto:info@vegancampaigns.org.uk) or call 07811 062 683.
- Photographs of previous events are available upon request.
- Past participants are available for interview.
- Vegan Campaigns was formed in 2005 to promote the vegan diet in and around London and encourage people to become vegan. The group is run entirely by volunteers and is supported purely by the generosity of donors and small grant funding.
- Vegans, like vegetarians, do not eat the flesh of animals or fish. In addition, vegans also avoid eating food that contains eggs, milk or honey. A vegan diet is 100% plant-based and free from all animal products.