



South African VEGAN CHALLENGE

October 2018

Press Kit



WHAT IS THE CHALLENGE?

This October, ProVeg South Africa is hosting the **South African Vegan Challenge** – inviting anybody who's interested in improving their health, reducing their environmental footprint or avoiding harm to animals, to **try a plant-based diet for one month.**

ProVeg is making it as easy as (vegan) pie with **daily email support** to participants with helpful tips, delicious recipes and informative articles.

Plus, there will be **over 30 events** in Cape Town, Durban and Johannesburg, including film screenings, dinner parties, cooking demos and more...

www.veganchallenge.co.za



WHY VEGAN?



The **#SAVEganChallenge** is a great way to begin to eat and live more consciously: South Africa raises more than **1 billion land animals** for food every year, and those numbers are continuing to grow. All of this comes at a price, as raising animals for food contributes to climate change, deforestation, water pollution and global food shortages. Plus, switching out a beef burger for a veggie burger saves as much water as not showering for between 1 and 3 months!

There are also major health benefits that come with consuming a plant-based diet. In South Africa **nearly 30% of men and 56% of women are either overweight or obese**. Studies show that people who eat fewer animal products and more plant-based foods have lower rates of obesity, high blood pressure, diabetes, arthritis and cancer.

Lastly, but most importantly, **becoming vegan benefits farm animals** in South Africa, millions of whom spend their entire lives in cages or crates, not being able to exercise their natural behaviour.



TESTIMONIALS

#CTVeganChallenge 2017



"I thought you guys were amazing with organising the month. All of those events to keep people on track and motivated are a brilliant idea. I thought I would need to go to all of them but I found the lifestyle so easy to get into."



"I noticed many more options available in October at non-vegan restaurants. I think that bringing awareness to more and more non-vegan Restaurants really helps."

"Thank you for inspiring me to think differently which in turn led to A lifestyle change. "

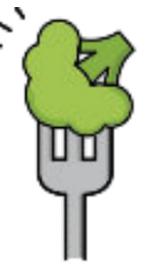


"Everything was excellently planned and involved lots of hard work by the team."

"I've been vegan for a few years so this didn't affect my dietary choices however I absolutely love the fact that you raised awareness and consciousness regarding veganism, not only with the participants, but also with restaurants! The number of restaurants with new vegan menus or vegan options is amazing!"



ABOUT PROVEG



ProVeg International is a non-profit organisation founded in Germany, which strives for a world where everyone chooses delicious and healthy food that is good for all humans, animals, and our planet. The organisation's current mission is to reduce the global consumption of animals by 50% by the year 2040. ProVeg has recently opened an office in Cape Town, merging with the non-profit Vegilicious.

Visit the website for more information on their work and philosophy: www.proveg.com



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MARKETING MATERIAL

 **FACEBOOK** 4,020+ followers

 **INSTAGRAM** 1,690+ followers

 **TWITTER** 570+ followers

 View the latest press release

 Link to SA Vegan Challenge & ProVeg logos

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For press inquiries, please contact
muriel.argent@proveg.com +27(0) 74 110 1828



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