

PRESS RELEASE
For Immediate Release



CAPE TOWN VEGAN CHALLENGE

Vegilicious challenges Capetonians to go vegan this October

The vegan lifestyle has exploded in the Mother City over the last couple of years, as people are discovering the benefits of foregoing meat, dairy and eggs in favour of veggie burgers, tofu scramble, smoothie bowls and cashew-nut cheese. This October, Vegilicious is hosting their third annual **Cape Town Vegan Challenge**, encouraging citizens to eat plant-based for one month. Seems impossible? Vegilicious is making it as easy as (vegan) pie with over 20 festive food-centered events planned from a vegan cheese and wine, to cooking demonstrations, film screenings, dinners at Cape Town's top restaurants, and MORE! This challenge is a great way to begin to eat and live more consciously.

The Cape Town Vegan Challenge is for everyone and taking part is easy! Simply join the challenge on the Vegilicious website, download your how-to-guide and sync your social calendar with the many events happening in October. Participation is free, but there will also be a VIP package available to paying participants to kick-start their journey. This VIP package will consist of a starter kit filled with a selection of vegan products, vouchers, recipe books, merchandise and MORE!

The Cape Town Vegan Challenge has changed the lives of many Capetonians and as a result has saved the lives of countless farm animals in South Africa... This October, take a stand for animals, a more sustainable city and your health every time you sit down to eat.

For more information about the challenge, delicious vegan recipes and a list of events happening in and around Cape Town, visit www.vegilicious.co.za and join the conversation on Facebook, Twitter and Instagram by using the hashtag: #CTVeganChallenge

NOTES TO THE EDITOR:

About Vegilicious:

Vegilicious is a volunteer-run, non-profit organisation founded on the idea that cruelty-free living should be accessible and sustainable. We believe in inspiring kinder, greener, healthier, and more conscious lifestyles, and we do this by means of various food-centered events and activities. Vegilicious is working to mainstream veganism in Cape Town through effective communication and promotion of the positive benefits of veganism.

Challenge logistics:

Dates: Saturday, 30 September – Tuesday, 31 October 2017

Venues: All over Cape Town!

Media Contact:

Leozette Roode

E: leo@vegilicious.co.za

C: +27(0) 71 360 1104