**Sample press release**

***Please feel free to use any of the text below in a release re your activity for National Vegetarian Week. If we can help at all, please contact*** ***press@vegsoc.org******.***

**[*Local Authority*] is encouraging people to MIX IT UP! during National Vegetarian Week 1st – 7th October 2024.**

[*Local Authority*] is delighted to announce that it will be supporting this year’s National Vegetarian Week.

Running for over 30 years, the campaign seeks to encourage everyone to cut down on meat and try out some of the fabulous range of great tasting vegetarian and plant-based foods.

The theme of National Vegetarian Week this year is MIX IT UP! Choosing veggie food more of the time is one of the easiest ways you can reduce your carbon footprint. So, when it comes to the menu, don’t just go for what you know…mix it up

[*Local Authority representative*] said:

‘Encouraging people to eat less meat is one of the simplest things any of us can do to limit the impact of climate change, given that the carbon emissions associated with meat production are typically much higher than plant-based foods.

Indeed, we are already committed to encouraging people to eat more plant-based foods as part of our own climate emergency plan and supporting National Vegetarian Week is a great way of translating this goal into tangible action.’

Louise Goodwin, Campaign Manager for National Vegetarian Week said:

 “All the recipes in the booklet are carbon-calculated, a quick and easy way of showing how even small swaps here and there, can have a real and positive impact on the planet. Whether new to veggie food, a long-term vegetarian, or just looking to eat in a way that is kinder to the planet, this booklet can give everyone some inspiration. National Vegetarian Week is for everyone, and choosing veggie food more of the time can be good for your health and it’s delicious too. So when it comes to the menu, don’t just go for what you know…MIX IT UP!”

Head to [www.nationalvegetarianweek.org](http://www.nationalvegetarianweek.org) and sign up to check out the recipes from a host of fantastic celebrity chefs and food writers, spread the word on social media using the hashtag #NationalVegetarianWeek, eat some delicious veggie food and…MIX IT UP!

**Ends**

**Notes to editors**

1. National Vegetarian Week is organised by the Vegetarian Society of the UK, the world’s oldest campaigning vegetarian and vegan charity formed in 1847 and bringing the benefits of plant-based eating to all for over 175 years. It campaigns to make the changes happen that need to happen. Changes to help people, to help the planet, and to help animals.

2. The National Food Strategy, led by Henry Dimbleby on behalf of the UK government, proposes that people in the UK should be eating 30% less meat by 2031. For people who eat meat every day, this can be achieved by going meat-free on just two days a week.

3. The Vegetarian Society goes further and wants to see meat consumption reduce by 50% by 2030.