

Celebrities Inspire Thousands to Try Plant-Based Eating During VegWeek

April 12, 2016 — There are 52 weeks in a year. Why not make one meat-free? That's the inspiring message behind **VegWeek**, an international week-long celebration of vegetarian eating that coincides with Earth Day, this year spanning April 18-24.

Thousands commit to explore plant-based eating during VegWeek by taking a **7-Day VegPledge**. And they're in good company with support and inspiration from celebrities including award-winning musician **Moby**, actress **Emily Deschanel** (*Bones*), and actress and model **Daisy Fuentes** (*America's Funniest Home Videos*, MTV). Actress **Kristin Davis** (*Sex and the City*), actor **Paul Wesley** (*The Vampire Diaries*), and singer **Mya** have also shown their support for VegWeek, encouraging their fans to take the VegPledge.

"Mainly I'm a vegan because I like animals, and I don't want to be involved in their suffering. Also, it's better for my health and for the environment," **said Moby**. "I encourage you to choose compassion and take the VegWeek VegPledge."

To keep VegPledgers motivated throughout the week, **dozens of companies** – from Tofurky and Beyond Meat to Daiya Foods and Miyoko's Kitchen — are pitching in by providing various deal, discounts, and meal ideas.

VegWeek is celebrated during the same week as Earth Day to highlight the positive impact a plant-based diet has on the environment. According to the US Dietary Advisory Committee's 2015 report, a diet higher in plant-based foods and lower in animal-based foods is "more health promoting and is associated with lesser environmental impact than is the current average US diet." Whether for health, the planet, or animals, more than 50 million Americans are increasingly choosing plant-based foods while reducing or eliminating meat from their diets.

"Every time we sit down to eat, we can stand up for our health, the planet, and animals simply by choosing vegetarian foods. VegWeek is a fun and supportive way for everyone to feel empowered to make a difference," **said Erica Meier, the Executive Director of Compassion Over Killing**, the national non-profit that first launched this campaign in 2009.

For more information, please visit: VegWeek.com.

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Compassion Over Killing (COK) is a national nonprofit animal protection organization based in Washington, DC. Since 1995, COK has worked to end the abuse of farm animals through undercover investigations, litigation, corporate campaigns, public outreach, and other programs. COK.net