



**For immediate release: 30<sup>th</sup> August 2018**

**Over half of Summer Vegan Pledge participants to remain vegan**

**Tonbridge, UK – The results of Animal Aid’s follow-up survey have shown that approximately 53 per cent of those who took part in our Summer Vegan Pledge this June have chosen to remain vegan.**

This year (2018) was Animal Aid’s first Summer Vegan Pledge – a 30-day vegan pledge that took place in June. The aim of the Summer Vegan Pledge is to encourage non-vegans to try adopting a plant-based diet for the month, with the help and support of Animal Aid.

The Summer Vegan Pledge 2018 was the most successful vegan pledge initiative Animal Aid has ever run with 3,764 people signing up and taking part. To measure the success of the Pledge, Animal Aid sent a survey to the participants to find out how they got on and how their eating habits have changed since.

**Key findings**

- Diets of participants prior to the Summer Vegan Pledge: 1,392 were vegetarians, 651 were pescetarians and 1,719 were omnivores. Two people were new vegans, meaning they had recently switched to a plant-based diet and needed some additional help and advice.
- 53 per cent of survey respondents say that they have remained vegan. If this is representative of the whole group of participants, then we can estimate that 1,995 people have adopted a vegan diet as a result of the Summer Vegan Pledge 2018.
- 43 per cent of respondents said that they now eat fewer animal products.

**Says Animal Aid Vegan Outreach Campaign Manager, Tod Bradbury:**

*‘These results are absolutely heart-warming and show that veganism and plant-based eating are indeed more than just a passing trend.*

*‘Almost 2,000 new vegans means that countless animals will be spared a life of suffering for ‘food’, and those who choose to stay vegan will be living a more environmentally-friendly lifestyle too.*

*‘We would like to say a huge “thank you” to everyone who took part, our supporters who advertised and promoted the Pledge and the companies and restaurants who offered participants special offers throughout June.’*

You don’t have to wait until next year to give veganism a try. You can order a free ‘Go

Vegan' pack from Animal Aid by visiting: [www.animalaid.org.uk/veganpack](http://www.animalaid.org.uk/veganpack)

**-ENDS-**

**Notes for editor**

- The total number of survey respondents was 417.
- For more information on the Summer Vegan Pledge please see: [www.govegan.org.uk](http://www.govegan.org.uk)
- Attached images are free to use with credit to Animal Aid.
- For further information, or to arrange an interview, please contact Tod Bradbury on [tod@animalaid.co.uk](mailto:tod@animalaid.co.uk) / 01732 364546 extension 223.