



# News Release



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## SECOND ANNUAL WORLDWIDE VEGAN BAKE SALE April 24 – May 2, 2010

Northern Virginia – From April 24 to May 2, participants **on six continents** will hold vegan bake sales, raising money for a variety of causes and introducing the public to the diversity and deliciousness of vegan cupcakes, cookies, brownies, muffins, and other baked goods.

The Worldwide Vegan Bake Sale (WVBS) was started in 2009 by Compassion for Animals (CfA), a small Northern Virginia animal advocacy group, and was a huge success due to the creativity and enthusiasm of bake sale organizers in 80 cities from San Francisco to Sydney. The event won VegNews Magazine's 2009 "**Veg Event of the Year**" award.

The WVBS concept is simple: Groups or individuals hold bake sales and let CfA know about them. Everything sold or given away must be vegan. **Participants can do anything they want to with the proceeds.** Anyone, not just vegans, can join. The WVBS web site, [VeganBakeSale.org](http://VeganBakeSale.org), is filled with vegan baking tips and recipes.

Vegan bake sales are a fun way to "raise dough" as well as raise consciousness about the cruel practices—such as stealing baby calves from their mothers and grinding up live newborn chicks—that are standard throughout the dairy and egg industries.

This year, there will be vegan bake sales in Brazil, Finland, Ireland, Romania, South Africa, Singapore, New Zealand, and other countries. In New York City and Victoria, British Columbia, respectively, highly acclaimed vegan cookbook authors Isa Chandra Moskowitz and Sarah Kramer will participate in bake sales. Also in New York, the head chef of the Sea Shepherd ("Whale Wars") will be cooking up vegan delights. Many bake sales will incorporate music, crafts, artwork, or other creative elements.

Proceeds will go to earthquake relief, breast cancer awareness, youth development services, autism therapy, hunger relief efforts, environmental programs, wildlife rescue groups, animal shelters and sanctuaries, and a variety of animal protection and animal rights organizations.

In 2009, participants donated over \$25,000 to charity; in **2010, with even more bake sales**, that number is expected to grow.

For the latest WVBS 2010 happenings, visit [VeganBakeSale.org](http://VeganBakeSale.org), or follow wwveganbakesale on twitter.

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