



# News Release



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## THIRD ANNUAL WORLDWIDE VEGAN BAKE SALE April 23 – May 1, 2011

Northern Virginia – From April 23 to May 1, 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 has been an overwhelming success due to the creativity and enthusiasm of bake sale organizers across the globe. The event won VegNews Magazine's 2009 “**Veg Event of the Year**” award and was covered by CNN.com in 2010.

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 Argentina, Austria, Brazil, Ireland, Italy, Norway, South Africa, South Korea, Taiwan, and other countries. Highly acclaimed vegan cookbook authors such as Isa Chandra Moskowitz and Sarah Kramer will participate in several bake sales. Food Network “Cupcake Wars” champions Sticky Fingers Bakery will be featured in two bake sales. Some bake sales are at a neighborhood lemonade stand; others are huge multi-day affairs.

Proceeds will go to disaster relief, youth development services, autism therapy programs, community gardens, food banks, river cleanup efforts, wildlife rescue groups, animal shelters and sanctuaries, and a variety of animal protection and animal rights organizations.

In 2009-2010, participants donated over \$65,000 to charity; **in 2011, the cumulative three-year total will top \$100,000.**

For the latest WVBS 2011 happenings, visit [VeganBakeSale.org](http://VeganBakeSale.org), or follow wwveganbakesale on twitter.

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