

## FOR IMMEDIATE RELEASE

### THIRD TIME IS A CHARM FOR HALIFAX VEGFEST

*Atlantic Canada's Biggest Vegan Festival Deemed a Record Breaking Success By Organizers*

HALIFAX, NOVA SCOTIA, September 25<sup>th</sup> – The third Halifax VegFest was held this past Sunday, September 23<sup>rd</sup>, 2018 at the Halifax Forum. The day-long event, created to celebrate vegan and plant-based lifestyles, was hosted by Halifax VegFest Society, a non-profit, volunteer-run organization and sponsored by Halifax Seaport Farmers' Market and Nova Scotia Humane Society.

The event attendance surpassed the expectations of both the organizers and vendors (some of whom sold out as early as noon) with over 2300 people attending. The over 50 exhibitors included mainly local businesses that were featuring their vegan food and products, along with a number of local non-profits promoting their organizations and collecting donations. A total of \$1200 was raised to benefit North Mountain Animal Sanctuary, Wildflower Animal Sanctuary and Feed Nova Scotia along with 26 boxes of food donations going to Feed Nova Scotia and Parker Street Food Bank.

The day started off with a lively cooking demo hosted by master of ceremonies Brett Ruskin, featuring Chef Lauren Marshall of Real Fake Meats, Kirsten Costello of Wild Leek and Jessie Doyle of Springhouse, with audience members getting the chance to sample the dishes. Various other workshops and presentations were held throughout the day. Two that were particularly well attended were an information session by local non-profit Square Roots, on the topic of reducing food waste and food insecurity, and a talk by Camille Labchuk of Animal Justice on the rise of animal rights law in Canada.

Planning committee member, Melanie MacKarney said "We are overwhelmed by the positive response we have had from the community for our event and the generous donations from those who attended will ensure that Halifax VegFest will return for a fourth year in fall of 2019."

Halifax VegFest Society is a fully volunteer-run, Nova Scotia registered non-profit society.

If you would like more details on the event or Halifax VegFest Society please contact:

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Caption: Cooking demo on the main stage at Halifax VegFest. Left to right: Chef Lauren Marshall of Real Fake Meats; Jessie Doyle of Springhouse; Master of Ceremonies, Brett Ruskin; Kirsten Costello of Wild Leek.

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Caption: Crowds browse the exhibitor booths at Halifax VegFest 2018.