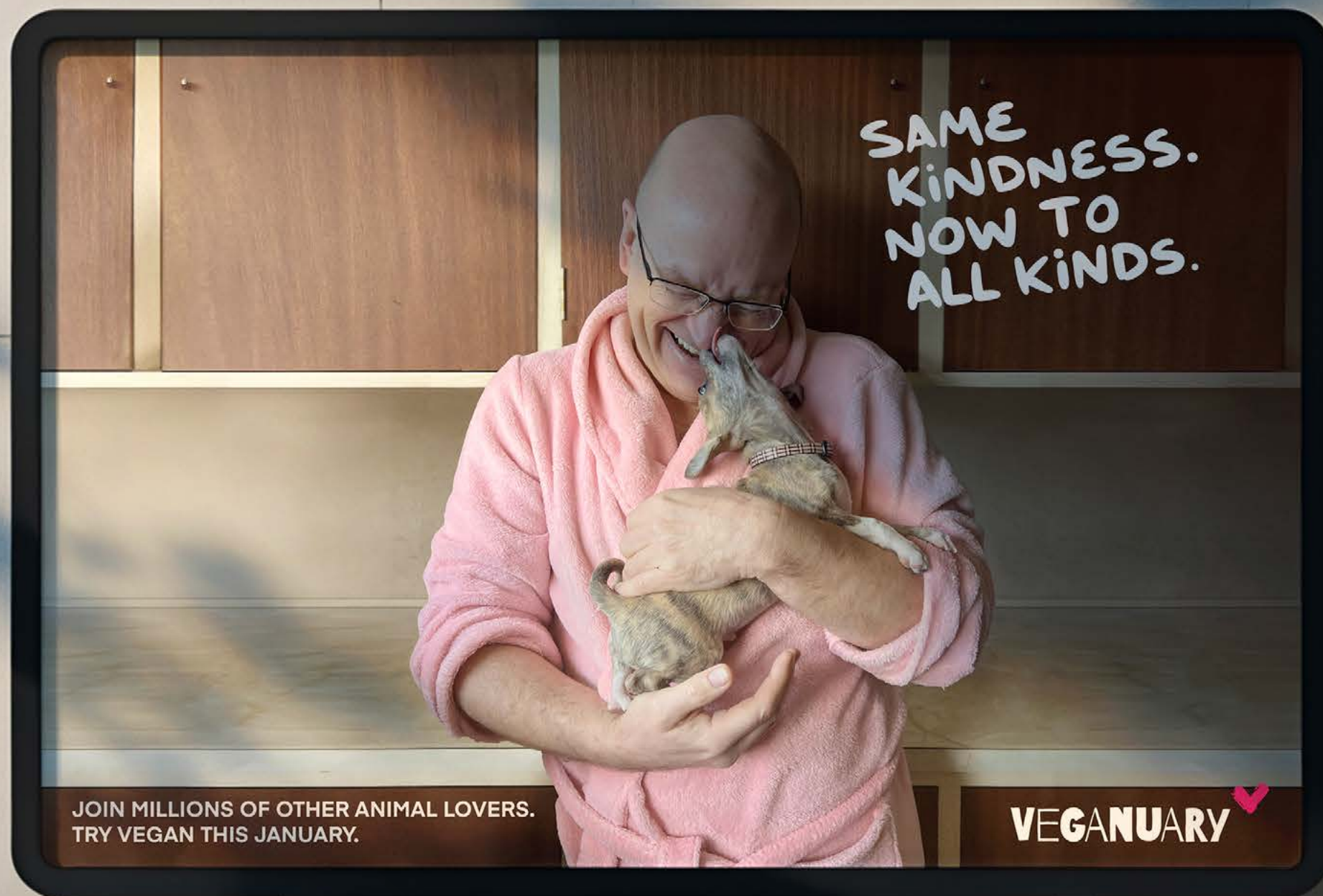




NEW YEAR, SAME YOU

VEGANUARY US

PRESS KIT 2026

VEGANUARY 

ABOUT VEGANUARY

Plant-powered change is taking root. Around the world, people are embracing more sustainable, compassionate lifestyles and discovering that **small choices can make a big difference.**

As the global movement inspiring millions to try a vegan diet for January and beyond, Veganuary is **driving meaningful change for animals,** the planet, and our health.

Veganuary is recognized worldwide for its **positive, empowering, and accessible** approach, encouraging people to explore plant-based eating in fun and practical ways. And it's not just individuals who are transforming; we work with brands, retailers, and foodservice companies to increase and improve plant-based options. Since 2014, participants and businesses in nearly every country in the world have joined our growing global movement, helping to build a future where choosing vegan is **easier, more delicious, and more impactful** than ever before.

BITE-SIZED FACTS

**25.8
MILLION**

people
worldwide
tried vegan
during
January 2025*



**MORE THAN
1,480**

new vegan
products and
menu items were
launched for
Veganuary 2025

**ACTIVE
VEGANUARY
CAMPAIGNS IN
20 COUNTRIES,**

plus a
Veganuary-inspired
sister campaign,
V-March, in China



81% of participants surveyed plan to make
**SIGNIFICANT LONG-TERM
CHANGES TO THEIR DIET,** reducing
intake of animal products by at least half**



45% of
participants
surveyed reported

**IMPROVE-
MENTS TO
THEIR
OVERALL
HEALTH****



WENDY MATTHEWS, VEGANUARY CEO:

"Veganuary has never been about being perfect, and you don't need to reinvent yourself to take part. Most people already love animals, care about their health, and are thinking about how to live more lightly on the planet. This January, we're here to help you make small shifts that reflect what you already care about most. It's less about changing, and more about returning to who you already are."

* Based on YouGov participation surveys we commissioned in our core countries and population data for those countries. [See more.](#)

** *The survey was sent to participants who opted to receive Veganuary's support through our 31-day tailored email series. At the end of the 31 days, we asked them about their experience. 10,818 people responded. [See more.](#)

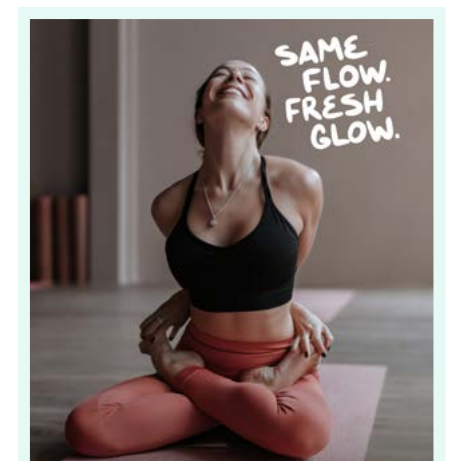
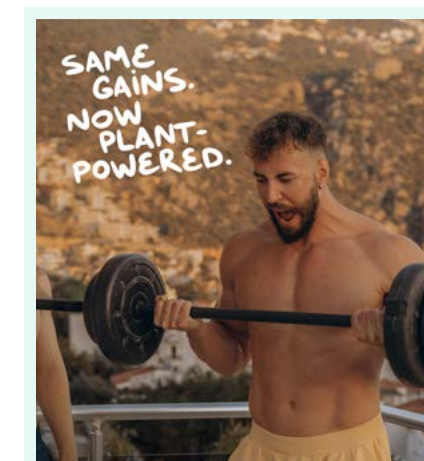
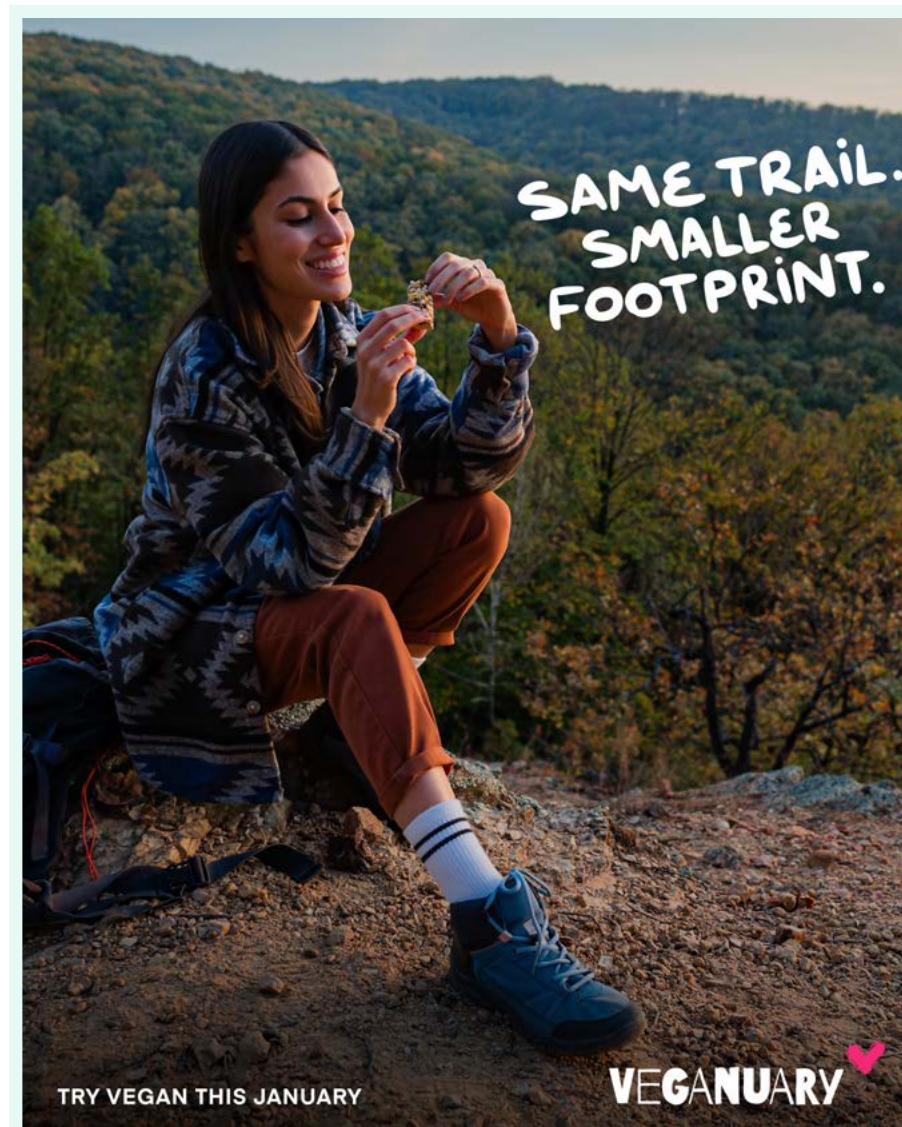
THE 2026 CAMPAIGN: NEW YEAR, SAME YOU

Most resolutions are aimed at telling you that you're not good enough. Every January, we're hit with the same tired messages: *Fix yourself. Become someone different. Change everything.*

But what if you didn't need to reinvent yourself? What if it's less about changing and more about returning to who you already are?

This January, Veganuary is **flipping the script** and leaving the resolution pressure behind. Instead of urging people to become a "new" version of themselves, our **New Year, Same You** campaign celebrates who people already are. No reinvention. No pressure. Just simple, satisfying swaps that align with the things people naturally care about most.

The campaign brings this message to life through upbeat, feel-good PSAs that spotlight the many different motivations for eating more plant-based food. Whether someone's a foodie, a fitness buff, an animal lover or a champion for the planet, Veganuary invites everyone to take part, **on their own terms**.



CELEBRITY SUPPORTERS



JOAQUIN PHOENIX
ACTOR:

"If you look at the climate crisis or the violence of our food system and feel helpless, thinking 'I wish there was something I could do'-you can. Right now. Sign up to try vegan this January."



JERMAINE DUPRI, RECORD PRODUCER AND MUSICIAN:

"If you want to get your energy level right and stop feeling tired all the time, take the Veganuary pledge. A vegan lifestyle will put you on track to be healthy and feel your best."

DEATRICH WISE JR., PRO FOOTBALL PLAYER:

"As an NFL athlete, I've discovered first-hand that strength, recovery, and endurance all thrive on healthy eating that's why I chose a plant-based diet. Every day I step on the field fueled by plants, I prove that strength has no limits. Vegan living isn't just compassionate, it's a performance advantage. I encourage you to join me this Veganuary to protect your health, the planet, and build the kind of powerful lifestyle that lasts."



DEANDRE JORDAN, PRO BASKETBALL PLAYER:

"What you put in your body has a huge impact on your overall well-being. Luckily, eating plant-based is much simpler than people think. Find out for yourself this January."

ALICIA SILVERSTONE, ACTOR:

"Despite all of our recycling, energy-saving, and water conservation (all of which are great), most people still don't know that they can have the greatest impact on our precious Planet Earth by adopting a plant-based diet."



ALEC BALDWIN, ACTOR:

"During the pandemic, we have cooked all our meals at home and have moved to a completely plant-based diet in this house. When you prepare your own food, it's interesting how your tastes change. And any animal products become less appetizing when you prepare them, from start to finish, yourself."




FULL LIST OF CELEBRITY STATEMENTS [HERE](#).

DOWNLOAD OUR 2026 CELEBRITY COOKBOOK, WITH VEGAN RECIPES FROM OLIVIA COLMAN, BRYAN ADAMS, VENUS WILLIAMS, DR. JANE GOODALL, AND MORE.

GET IN TOUCH!

Email jim@scout22.com for additional info, to schedule an interview, or to be added to our US press list.

For urgent press inquiries, call:
[+1 \(818\) 216-9122](tel:+18182169122)

MORE RESOURCES

View Veganuary's latest Press Releases [here](#).

All of the images in this press kit can be downloaded directly by clicking on the photo.

Veganuary's logo can be downloaded [here](#).

SIGN UP FOR VEGANUARY



[#Veganuary2026](#)

