

News Release: Celebration of Conscious Consuming Continues to Grow

PITTSBURGH, PA (May 2011) – **With health, environment, food, and ethics increasingly on our minds, fun with an underlying message is a growing trend. This party is serious.**

In May and June, with a May 28 peak, hosts on several continents will participate in the **Fourth Annual Global Vegan Waffle Party**. More than 70 parties occurred worldwide last year.

At a typical event, the host bakes vegan waffles and guests—both vegan and non-vegan—bring a range of vegan toppings. Hosts simply let the world know about their party through WaffleParty.com, advertise it and invite whomever they wish, and then throw it.

Parties raise awareness about ethical issues inherent in the dairy, egg, and meat industries, in a fun and non-threatening environment. They also aim to increase contact among vegan and non-vegan individuals, decreasing prejudice and misunderstanding.

The world's longest-running annual waffle party began in 1998, becoming vegan in 2007. In 2008, creative and enthusiastic hosts began to throw them in other cities, taking the concept to new heights.

Many parties are held in homes, and some business- and organization-based events have attracted 100-200 people. A Miami record store now draws crowds by hosting several parties each year. Some events have raised funds for causes such as oil cleanup in The Gulf of Mexico.

Party hosts helped to inspire *The Global Vegan Waffle Cookbook*, by Dave Wheatner (Divergent Drummer Publications, February 2011). Spending several days at the top of Amazon's "Brunch and Tea" category, it received the Bronze Medal in the 2011 Living Now Book Awards' Natural Cooking category. Book revenue helps to cover GVWP event promotion and coordination, and least 20% of the author's net proceeds will be donated to charity. It is available via online retailers in several formats.

For updates, see <http://waffleparty.com>, Vegan Waffles on Facebook, or veganwaffles on Twitter. Waffleparty.com also includes recipes and various other resources for party hosts.

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