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## **FOR IMMEDIATE RELEASE**

### **Richmond’s 7<sup>th</sup> Annual Plant-Powered “V72x2” Week is Approaching**

**Richmond, Virginia, January 8<sup>th</sup>, 2024** – Vegan Action is hosting RVA's SEVENTH ANNUAL vegan restaurant challenge January 23<sup>rd</sup> through January 28<sup>th</sup>. Once again, Vegan Action has challenged area restaurants, cafés, bakeries, and food trucks to flex their skills with unique vegan options – specials not offered on their regular menus that don’t contain any animal ingredients. Starting in 2018, the event used to be 72 hours long, but that just wasn’t enough time to enjoy all the plant-powered goodness, so the event was expanded to 144 hours – V72x2, in 2021. With 30 establishments participating this year - this gives ALL of Richmond – not just vegans - a chance to try new dishes and support local businesses!

Every year participants vote for their favorite sweet treat and favorite savory dish, with the winners receiving plaques they can proudly display. Past winners include the “Pickle Back Pizza” by The Hop, Idle Hands Bakery’s Cannoli Cruffin, Soul N’ Vinegar’s General Tso’s Tofu and the Oyster Mushroom Scallop Pasta by Max’s on Broad.

This year, Vegan Action has partnered with **Matchbox Mutual Aid** to be the recipient of restaurant donations from the sale of their V72 dishes. This umbrella organization supports RVA Community Fridges and Food Not Bombs, two area organizations who work to deter food insecurity.

Vegan Action has partnered up with two businesses to make the event extra special. Ninja Kombucha is creating a special kombucha – *The V72 Carrot Ginger Special* just for this event. Additionally, if folks visit 5 or more participating establishments and get their “V72 Passport”

marked, they can get a complimentary sweet treat from award winning Ruby Scoops Ice Cream & Sweets at 120 W. Brookland Park Blvd. (Passport special valid throughout the month of February).

Participating restaurants include: 821 Café, And Dim Sum, Bar Solita, Buttermilk Bake Shop, Cobra Cabana, Devil's Lettuce, Elegant Cuisines, Garnett's Café, Get Tight Lounge, Gold Lion Café, Hot for Pizza, Intergalactic Tacos Food Truck, Minglewood Bake Shop, Ninja Kombucha, Nomad Deli & Catering Co., Philly Vegan, Pizza Bones, Ruby Scoops Ice Cream & Sweets, Scoop, Smashed RVA, Soul N' Vinegar, Sticky Rice, Study Hall, Tarrant's Café, Tarrant's West, The Hop Craft Pizza & Beer, The Roosevelt, Timber Pizza Co., WPA Bakery, and Zorch Pizza.

**All the event details, participating restaurants and specials will be updated as available at [www.vegan72.com](http://www.vegan72.com)**

Vegan Action is a national 501(c)3 nonprofit organization located in Richmond, Virginia working to eliminate animal suffering, reduce environmental impacts, and improve human health through a vegan diet. We are dedicated to sharing the benefits of veganism, making it easier to transition to a diet free of all animal products, supporting vegan-friendly businesses, promoting a life-long commitment to being vegan, and increasing the availability of vegan products in the marketplace. We are reaching thousands of people every year to share, inspire, and teach why vegan is the best choice for the animals, the environment, and our health.

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