



**ANIMAL
PROTECTION
NEW MEXICO**

respect all animals + protect all animals

FOR IMMEDIATE RELEASE

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**THIS WORLD VEGAN MONTH
ANIMAL PROTECTION NEW MEXICO WANTS ALL NEW MEXICANS
TO PLEDGE TO MAKE A BIG IMPACT FOR ANIMALS**

ALBUQUERQUE, NM—November is World Vegan Month and Animal Protection New Mexico (APNM) is asking all New Mexicans to consider what more we can each do to make a bigger impact for animals.

“The climate crisis and the ongoing COVID-19 pandemic are causing New Mexicans to question everyday aspects of life that they took for granted—and eating animal products is one of the top ‘traditions’ that is being challenged,” said APNM’s Promoting Plant-Based Eating manager, Tony Quintana. “We’d like to cheer on those folks trying out the plant-based diet in November, as well as to bolster longtime vegans and vegetarians to take additional powerful steps to protect animals.”

One way APNM is encouraging everyone to celebrate World Vegan Month is by pledging to live a more plant-based lifestyle. The pledge can be simple or complicated, as long as it is a concrete, meaningful action, for example, “I pledge to veganize my Mom’s pozole recipe” or “I pledge to ask Dion’s to add a vegan menu option.” APNM will be posting pledges from staff and community members across its social media platforms as vegan inspiration all month.

“Switching to a plant-based diet is the most impactful action you can take to protect animals, the environment, and your fellow human beings. Reducing demand for farmed and hunted animal products is an obvious way to protect animals. But becoming vegan also protects humans: the by-products and waste of animal agriculture are extremely harmful to humans, disproportionately affecting people of color and low-income communities,” said Quintana. “The only sustainable food system that protects animals and humans is one that shifts toward plant-based diets. And APNM is here to help uplift all New Mexicans, at every step on their vegan journey.”

APNM's Promoting Plant-based Eating Program produces a monthly newsletter, twice-monthly "Teach Me How To Vegan" podcasts, webinars, virtual cooking demonstrations, easy-to-follow recipes, and much more to guide New Mexicans who are exploring the plant-based lifestyle. All can be found at <https://apnm.org/plantbased>

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About Animal Protection New Mexico

Animal Protection New Mexico's mission is to advocate the rights of animals by effecting systemic change, resulting in the humane treatment of all animals. For more than 40 years, APNM has planned, implemented, and succeeded with dynamic programs, projects, services, and collaborations that span a broad spectrum of animal protection issues.

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