



**PLANTPURE
COMMUNITIES**

PlantPureCommunities.org

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NONPROFIT LAUNCHES CROWDFUNDING CAMPAIGN JUST IN TIME FOR THE HOLIDAYS

PlantPure Communities (PPC) today announced the launch of a new crowdfunding campaign. In collaboration with Vitamix, the campaign will support the PPC Oasis Program which is bringing whole, plant-based food to underserved communities. Donors who participate in the campaign will be supporting a great cause.

PPC is a 501c3 nonprofit organization that works to share the health and empowerment message contained in important scientific research conducted by T. Colin Campbell, PhD, as detailed in his book, *The China Study*. Dr. Campbell, who serves on the PPC Advisory Board said, "I am delighted by the interest shown by Vitamix to participate in PPC's programs." Through the PPC Oasis Program, people in underserved neighborhoods who are struggling with diabetes, hypertension, heart disease, and other food borne illnesses are provided food and nutrition education and the opportunity to learn about the benefits of eating more whole, plant-based foods, enabling them to experience the health benefits firsthand. At the same time, over 45,000 people in independent groups located across the globe (known as Pods) are connected to the PPC Pod Network which supports a grassroots movement of people working to promote the benefits of nutrition. Participation in the Pod Network is free and offers a wide range of support and networking opportunities. Visit the PPC website for more information about the Pod Network: <http://plantpurecommunities.org/plantpurepods/>

For this crowdfunding campaign, PPC is collaborating with Vitamix, a company that designs, develops and produces the world's best performing and most reliable blending solutions. Many people who have transitioned to eating whole plant foods find the need for a high quality, high speed blender as they discover the exciting new tastes and recipes. "Our collaboration with Vitamix is synergistic--every day more people are taking control of their health and joining the Pod Network for support in their wellness journey. The transition to eating more plants is greatly enhanced with the use of a high-quality blender. Since adopting a plant-based lifestyle three years ago, I use my Vitamix several times a day," said Jody Kass, executive director at PlantPure Communities. John Barnard, Executive Chairman from Vitamix stated, "we have been strong supporters of the scientific nutrition research conducted by T. Colin Campbell, so we are very pleased to be partnering with PPC in their efforts to spread the health message of eating more plant-based food."

PPC is utilizing the Generosity crowdfunding platform, which is built on Indiegogo's powerful global fundraising engine, and was specifically created for socially minded fundraising causes. Donations of \$100 or more will receive an exclusive offer coupon towards any household Vitamix premium blender. Donors who want to take advantage of the great Vitamix offer have the option to donate through the link below. For a \$100 donation you have the choice of a 15% coupon (includes free shipping and free copy of 101 Blender Drinks Book) for a New Vitamix Blender, or for Vitamix owners, a \$100 trade in offer on the purchase of a new or certified reconditioned Vitamix package. Of course donations of any amount will be gladly accepted!

The campaign runs until January 31, 2018 - just in time for the holiday giving season, with the objective of raising \$10,000 towards PPC's \$40,000 end-of-the-year goal.

Link to the Generosity page to make a donation: <https://tinyurl.com/PPCCrowdfundraiser>

Link for more information about the Vitamix Trade-In Program: <https://tinyurl.com/VitamixTradeIn>

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