



The Blue Horizon International Foundation is an 501(c)(3) not-for-profit organization and invests in as well as connects the world's most transformative people, initiatives and organizations, to accelerate the removal of animals from the global food chain. This is why we are proud to support the Million Dollar Vegan campaign, and its efforts to encourage Pope Francis to try adopting a vegan diet for Lent.

This campaign supports our own aim of educating people and organizations about the impacts of animal farming, and empowering them to make kinder and more conscious food choices. It also supports our goal of bringing together activists from around the world to create positive and lasting systemic change toward an animal-free global food system.

The Million Dollar Vegan campaign shares our values in that it promotes plant-based eating as a means of tackling the global problems of world hunger, lifestyle diseases, climate change and the fair treatment of animals. We hope Pope Francis will commit to going vegan for Lent, and help to raise awareness of the problems caused by animal agriculture. We urgently need more world leaders like him, to embrace positive dietary change to better protect people, animals and our planet into the future.

As part of our support, we are offering \$1 million to a charity (or charities) of the Pope's choice, should he agree to go vegan for Lent—and encourage others to do the same. Following the period of Lent and at the Pope's request, we will be delighted to honour our charitable gift.