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Celebrating World Vegetarian Day with New Partnership

San Diego Humane Society's Fur Ball gala will feature all-vegetarian menu with Beyond Meat

San Diego – San Diego Humane Society is celebrating World Vegetarian Day today by announcing a new partnership with Beyond Meat whose plant-based foods will be featured on the all-vegetarian menu at San Diego Humane Society's annual Fur Ball gala, Oct. 5.

For the first time in the gala's 33-year history, guests will enjoy exquisite vegetarian dishes prepared by Jeffrey Strauss, chef and owner of Pamplemousse Grille.

"We hope our plant-based meats allow individuals to enjoy the traditional dishes they love, while feeling great about the health, sustainability and animal welfare benefits of plant protein," said Ethan Brown, president and CEO of Beyond Meat. "We are pleased to join San Diego Humane Society and Pamplemousse Grille to bring exciting changes to the plate – and beyond."

San Diego Humane Society's 33rd Annual Fur Ball is a dog-friendly evening event to raise money for the vital, life-saving programs and services San Diego Humane Society provides animals in San Diego. During the evening, California Senate President Pro Tempore Toni G. Atkins will be honored for her unwavering dedication to animals. Nearly 300 dogs and 600 people are expected to attend the gala.

When: Saturday, Oct. 5 from 6-11 p.m.

Where: San Diego Humane Society: 5500 Gaines St., San Diego, CA 92110

B-roll and photos are available here: <http://bit.ly/2kfgvMW>.

Suggested Tweet: @sdhumane is celebrating #WorldVegetarianDay by announcing its 33rd Annual Fur Ball on Oct. 5 will feature an all-vegetarian menu. Thanks to a new partnership with @BeyondMeat, the glamorous dog-friendly evening will include exquisite vegetarian dining.

About San Diego Humane Society

San Diego Humane Society's scope of social responsibility goes beyond adopting animals. We offer programs that strengthen the human-animal bond, prevent cruelty and neglect, provide medical care, educate the community and serve as a safety net for all pet families. Serving San Diego County since 1880, San Diego Humane Society has campuses located in Escondido, Oceanside and San Diego. For more information; please visit sdhumane.org.

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