

IMPOSSIBLE™

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Celebrating 10th anniversary with a TikTok Competition

FOR IMMEDIATE RELEASE:

Showcasing Your Impossible:

- Impossible Foods is hosting a special thank you event for their loyal customers for 10 years of supporting their mission of bettering the planet through plant-based foods.
- They are inviting everyone to a friendly competition to show off their crazy hidden talents by posting a video on TikTok and including the hashtag #MyImpossible.
- The Impossible team will watch the submissions and choose three winners who will each receive \$1,000.
- Winners will also get to choose an environmental organization to which Impossible Foods will donate an additional \$5,000.

When:

- The competition begins at midnight on Nov. 1, 2021, and ends at 11:59 p.m. on Nov. 15, 2021. Only submissions within this time will be considered.

Where

- It will be held virtually on TikTok. Follow us [@impossiblefoods](https://www.tiktok.com/@impossiblefoods).

Quotes

- “We are so excited to combine our commitment to bettering the planet with our passion for spreading happiness in our communities,” said CEO Patrick O. Brown.
- “In quarantine, many people learned new skills and built on the ones they already had. This event gives people the opportunity to show off their new talents and celebrate the little things despite a year of tragedy,” said Chief People Officer Leilani Gayles.

Mission Statement: “Our mission is to make the global food system truly sustainable by eliminating the need to make food from animals.”

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Based in Silicon Valley, Impossible Foods makes delicious, nutritious meat and dairy products from plants — with a much smaller environmental footprint than meat from animals. The privately held company was founded in 2011 by Patrick O. Brown, professor of biochemistry at Stanford University. With over 600 employees, Impossible Foods is a global leader in the plant-based industry, selling products at over 3,000 grocery stores and 17,000 restaurants across the United States, Hong Kong, Macau and Singapore. Created for vegans and carnivores alike, Impossible Foods provides a nutritious, plant-based alternative to the traditional meat experience. For more information, visit impossiblefoods.com.