

IMPOSSIBLE™

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Celebrating 10th anniversary with a TikTok Challenge

REDWOOD CITY, Calif.- Impossible Foods, an environmentally-friendly global food company known for its meat and dairy products made from plants, is celebrating its 10th anniversary with a TikTok challenge.

The #MyImpossible challenge aims to encourage people across the world to share their talents and unique skills with the chance to win \$1,000 for themselves and \$5,000 for an environmental organization of their choice. The event will run for the first two weeks of November, starting midnight on Nov. 1, 2021.

To enter the challenge, TikTok users must upload a video of themselves performing their skill and include #MyImpossible in the caption. At the end of the competition, the Impossible Foods staff will vote on the TikTok they feel best encompassed the theme of “showcasing #MyImpossible.” Winners will be contacted to receive their reward and to select the environmental organization they wish to support.

CEO Patrick O. Brown believes the event is a way to shine a light on the good that came from quarantining through the COVID-19 pandemic while continuing to support their environmental mission as a company.

“We founded Impossible Foods with the goal of benefiting the environment, so it was important for us to tie this event back to environmental organizations that share our same vision,” said Brown.

"Chief People Officer Leilani Gayles believes it is important for the company to recognize the pandemic while celebrating this anniversary by communicating the company's awareness for the continuing health crisis."

"Everyone feels like the pandemic took so much away from them and their families," said Gayles. "But it is also important to think about the small positives that came out of it like the skills and hobbies picked up in quarantine; that's what this event is all about."

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About Impossible Foods

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.