

140 Difference - the #WorldsShortestGrant Application - Is Back With More Money for More Causes

**So Delicious Dairy Free to Award \$100,000 to best ideas
that protect the planet with a simple tweet**

Broomfield, CO, April 21, 2016 – Dedicated to making the world a better place, So Delicious Dairy Free is bringing back the world's shortest grant application. You can make a difference with 140 characters. The 140 Difference campaign kicks off to celebrate Earth Day. The company will award \$100,000 in various grant amounts to clever social media users who pitch their idea in 140 characters or less.

Fans can submit ideas to help people, animals or the planet via Twitter or the company website. To be eligible, submissions must include #WorldsShortestGrant and tag @So_Delicious. Each week, a committee at So Delicious Dairy Free will select multiple winners to receive micro-grants ranging from \$140 to \$10,000 to cover the cost of their project.

“We believe small ideas can have a big impact. In 140 characters or less – the length of a Tweet – we want our fans to share their creative ideas to help improve the well-being of people, animals and the environment,” said Brittany Horn, advocacy marketing manager for So Delicious Dairy Free. “We’re thrilled the #WorldsShortestGrant returns with more funding and opens the campaign to more causes.”

Last year, So Delicious Dairy Free awarded a total of \$30,000 to 34 individuals and nonprofits to fund planet-friendly projects ranging from community gardens to animal rescues.

This year, the company will reward inspiring ideas, both large and small, from individuals, social entrepreneurs or organizations. As an environmentally and socially conscious company, they are looking for ideas that can make a big impact in areas of plant-based foods, animal

welfare, custom eaters with dietary restrictions and environmental conservation and sustainability.

The campaign kicks off Thursday, April 21, 2016 just in time for Earth Day and will run through Tuesday, May 31st.

For more information visit:

<http://sodeliciousdairyfree.com/thrive/140difference>

About So Delicious® Dairy Free

So Delicious Dairy Free has been bringing joy to dairy-free lives for nearly 30 years. They offer an array of delicious dairy-free delights you can feel good about sipping, biting, scooping, licking and chugging throughout your day. From their robust allergen testing program to the innovative work they do creating products made with the highest quality ingredients, they are committed to doing the right things for people, animals and the planet. Their entire line of foods and beverages is certified vegan and either enrolled in or verified by the Non-GMO Project. So Delicious Dairy Free sells products including dairy-free frozen desserts, beverages, cultured products, coffee creamers and more. For full product offerings and complete nutritional information, please visit us on Facebook at So Delicious Dairy Free or Twitter and Instagram @So_Delicious or online at SoDeliciousDairyFree.com

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