

A woman with blonde hair in a bun, smiling, wearing a yellow t-shirt with a red 'DIRTY GIRL' logo and blue jeans, standing in front of green foliage.

Molly

PATRICK

CO-FOUNDER & CEO

Clean Food Dirty Girl

MEDIA KIT

Molly Patrick is the CEO & co-founder of Clean Food Dirty Girl, a company dedicated to helping people eat more plants while celebrating human imperfection. Through her candid and inclusive approach, Molly and her team have built a thriving business and global community.

Molly grew up in New Mexico on five acres of land. While her parents handbuilt their home out of mud, straw, and rocks, they lived in a teepee and made do without electricity, plumbing, or hot water.

Molly's rugged and unconventional upbringing made her innovative, appreciative, determined, and always humble. She has never eaten meat in her life and has been sober since June 14th, 2015. Molly lives in Hawaii with her wife and has a virtual team of badass people.

 **FORKS OVER KNIVES****OneGreenPlanet****HUFFPOST****mbg**
mindbodygreen**GLAMOUR****KAYU** **Reboot with Joe**

Ask Molly About

Health & Wellness

Plant Based Lifestyle

Human Imperfection

Business

Marketing & Entrepreneurship

Sobriety

Molly Patrick and Luanne Teoh are a married team who met in Oakland, CA in 2008. Luanne immigrated to the United States from Kuala Lumpur, Malaysia in 2002 with two suitcases and a one-way ticket. Molly was a San Francisco Bay Area transplant from a small town in New Mexico with a passion for helping people eat more plants.

Molly was drawn to Luanne's feisty and straightforward attitude, and Luanne was drawn to Molly's gentle nature and sailor's mouth. They could make each other laugh like no one else. They became fast friends and eventually started dating. They always talked about starting an online business together, but they both had full-time jobs, so the idea was left simmering on the backburner.

In 2013, Molly was fired from her job and Luanne was ready to leave Silicon Valley. They threw caution to the wind, merged their skill sets, and created what became Clean Food Dirty Girl. Neither of them had ever started an online business before, but they believed in each other, and they figured it out as they went.

It wasn't an easy start and there was a steep learning curve, but they persevered and didn't give up. At one point they were making a combined 0.50 cents an hour for almost a year. Luanne and Molly have a lot of differences, but some of their common traits are stubbornness and sheer determination.

In 2012, they made a pact that when their business became profitable they would book a one-way ticket and move to Hawaii. This dream materialized in 2016 and they were married in 2017. They live on Maui with their cat, Sweet Pea, their Brazilian giant tortoise, Slow Moe, and their Indian Star tortoise, Donut.

Clean Food Dirty Girl helps thousands of people all around the globe eat more plants while celebrating human imperfection. They have a kick-ass virtual staff located in various parts of the United States, Canada, Costa Rica, Spain, Belgium, and New Zealand.



By the Numbers



60+

Countries with Meal Plan subscribers



19k

Instagram followers



47k

Email subscribers



42k

Avg. monthly site visitors



43k

Facebook followers



63k

Facebook group members



Plant Fueled Meal Plans

A new Meal Plan is delivered to our subscribers every Friday. The value of our Plant Fueled Meal Plans goes beyond a shopping list and recipes—our subscribers rely on the plans as a weekly blueprint enabling them to maintain a whole food plant based lifestyle. The meals are nutrient-dense, plant-powered, and ridiculously delicious. We have subscribers from all over the world who are empowered each week to get into their kitchen and cook with plants!

Our classroom is loaded with two new Meal Plans each week (a Simple Plan and a Gourmet Plan) and all of our past Meal Plans (199 and counting). Our reviews speak for themselves... check 'em out [right here](#).

Blog & Recipes

Molly has written over 360 [blog posts](#) complete with inspiration and tasty plant based recipes.

Sweary Saturday Emails

Since January 2014, Molly has showered her readers with love with weekly emails. They are gentle reminders that we're all kind of weird, and we're all doing the best we can. Subscribers from around the globe look forward to her [Sweary Saturday Love Letters](#).



Molly's team would love to talk to you regarding your media events.

Request to Book Molly

Clean Food Dirty Girl

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