

The former front man of MTV's Dirty Sanchez, **Matt Pritchard** has left his pranking days behind for his love of vegan food, health and fitness, and being an advocate for men's mental health.

Matt's third and latest cookbook 'Dirty Vegan: Fast and Easy' was released at the end of 2023 alongside his new food supplement 'Sleep When You Are Dead'.

Matt's cooking series, Dirty Vegan, premiered on BBC1 Wales to wide acclaim, coinciding with his successful vegan cookbook of the same name. Following the brand's success, Matt released a second book *Dirty Vegan: Another Bite* which was followed by a second instalment of the TV series, encouraging the public to try out Veganuary and lead healthier lifestyles.

Swapping pranking for endurance sports has seen Matt take part in some of the most extreme sporting challenges, including breaking a world record for completing thirty half Iron Man events in 30 days, raising thousands of pounds for charity in the process, rowing the Atlantic in 52 days and completing a 487-mile triathlon in just 14 days.

A professional skateboarder and stunt performer, Matt also owns Sleep When You're Dead Tattoo & Barber shop in Cardiff and is owner to his beloved springer spaniel Lemmy.