

# But A Cake



Say bye to couch-rotting guilt and hello to intentional winter living. January doesn't have to be a waiting room for spring – it can be a season of cozy connection, small wins, and community. Movement doesn't have to mean a gym. Joy doesn't have to mean a big plan. Sometimes it's just choosing not to do it alone.

## WELCOME TO JANUARY (NO WINTER BLUES ALLOWED)

January can hit two ways: either you're eagerly motivated... or deep in winter blues mode—bored, lethargic, and craving something to shake things up. We get it. Winters in NJ are rough. But don't worry – we got you. And more importantly, you got this. This month is all about being intentional, finding little sparks of joy, and turning everyday moments into something that feels good.



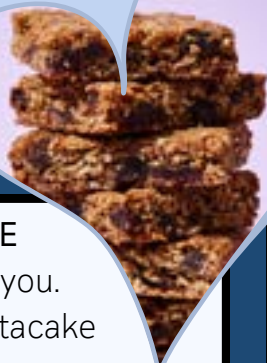
## WINTER VIBES: YOU GOT THIS

## NETWORK, LINK, BUILD

January is a great time to reach out, reconnect, and build. Whether it's:

- Pulling up to an event
- DMing someone you admire
- Reintroducing yourself to your community

You never know what can come from showing up as you are. We love collabs, convos, and community-building moments – always.



### SEND US A NOTE

We love hearing from you.

- Follow us on Instagram @butacake
- Check out our website
- Stay up to date so you don't miss where we pop up next

And if you don't see us around... come find us.

We're for the people, always.

**Don't forget to stop by your favorite dispensary and grab your uplifting ButACake treats while you're at it**

January is a reminder that small choices add up. Choose connection. Choose intention.

Choose joy where you can find it.

We're rooting for you – always.

You got this.

xoxo,

ButACake



Winter 2026 Vol 2

### THE BUTACAKE WAY: A HOW-TO

Here's your ButACake January formula:

- Make a plan to be active – even indoors counts
- Turn couch time into a moment (music, candles, dessert, vibes)
- Invite a friend or family member over – or at least make the call
- Remember: even a quick phone check-in can lift your mood
- Treat yourself with intention (yes, dessert is self-care)

**Connection is the flex this season.**

### EVENTS & COMMUNITY MOMENTS

The ButACake girlies are keeping things moving until we all rise together for a big spring revival

From yoga to cozy activations, we've got events coming up to keep you engaged, inspired, and surrounded by good energy.

- NJC3 Coffee Meet Ups 11am 1/22
- Dabs and Brownies @ Legacy to Lifted JC 5pm 1/24
- NJC3 Secure the Bag 5pm 1/28
- Yoga @ Casa Verde 2pm 1/31
- Yoga @ Green Stop JC 6pm 2/4
- Cookie Decorating @ Township Green 6pm 2/7

**Stay tuned – and pull up when you see us**



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