

Butt 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

WWW.BUTACAKE.COM

