



# THE GREAT AMERICAN MEATOUT

World's Largest Annual Grassroots Diet Education Campaign

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CONTACT: Jen, 301-530-1737

## 25<sup>th</sup> ANNUAL MEATOUT OBSERVANCE TO FOCUS ON CHANGE

In March, animal, consumer, environment protection, and health advocates in a thousand communities throughout all 50 states and two dozen other countries will welcome Spring with the slogan "Change Your Diet - Change The World." They will ask their friends and neighbors to "kick the meat habit on March 20<sup>th</sup> (first day of Spring) and to explore a healthy plant-based diet."

Some will offer passersby samples of wholesome, convenient, delicious veggie burgers, soy dogs, and "chicken" nuggets. Others will hold a wide gamut of colorful educational events ranging from elaborate *Lifestivals* to public dinners, cooking demonstrations, exhibits, and simple information tables. They will promote plant-based deli slices, veggie burgers, soy dogs, ready-made dinners, and soy-based milk and ice cream - all widely available in local supermarkets.

A vigorous **billboard and bus card advertising campaign**, combined with extensive media coverage and letters to the editor, will carry the Meatout message to millions. A number of governors and mayors are expected to issue Meatout proclamations promoting consumption of vegetables and fruits.

This is the 25<sup>th</sup> annual observance of the *Great American Meatout*, the world's largest annual grassroots diet education campaign. Celebrity headliners include *Joaquin Phoenix, Alicia Silverstone, Bill Maher, James Cromwell, Casey Kasem, Mary Tyler-Moore, and Ed Asner.*

**Meatout draws massive support** from consumer, environmental and animal protection advocates, as well as from public officials, health care providers, meat-free food manufacturers and retailers, educators, and the mass media. They believe that consumers are entitled to a respite from and a response to the relentless barrage of meat industry propaganda in schools, in the media, and in the streets.

### **This year's observance reflects major dietary developments:**

- ✓ Hardly a month passes without another study linking consumption of animal products with heart disease, stroke, cancer, or other chronic diseases that kill 1.4 million Americans annually.
- ✓ All mainstream health advocacy organizations now encourage greater consumption of vegetables and fruits including meat substitutes such as dried beans, peas, lentils or tofu.
- ✓ Young people are increasingly embracing vegetarian diets.
- ✓ Meat and dairy replacement products are now available in every supermarket.
- ✓ Burger King offers a veggie burger in all U.S. outlets and an increasing number of other fast-food chains provide veg options.

The global Meatout observances are coordinated by **FARM**, a U.S. nonprofit public-interest organization. Individual events are conducted by local consumer and animal protection groups.

To stop these mailings, please call the number below or fax 301-530-5683.

**10101 Ashburton Lane, Bethesda, MD 20817   www.MEATOUT.org   800-MEATOUT**