



# THE GREAT AMERICAN MEATOUT

“World’s Largest Annual Grassroots Diet Education Campaign”

Dear Friend,

Thank you for your interest in Meatout. On (or around) **March 20<sup>th</sup>**, Meatout is a time when caring people in communities around the world encourage others to “kick the meat habit” and explore a wholesome, nonviolent diet of fruits, vegetables, and whole grains.

Promoting meat-free foods to mainstream consumers is a highly effective way to reduce animal suffering. Every one-percent drop in U.S. meat consumption prevents the agony and death of 100 million animals per year.

**There are a number of ways you can get active!** Coordinate a Meatout Walk in your city and make a public pro-veg statement while raising crucial funds for our campaigns. Other events include Steakouts (information tables), exhibits, retail and manufacturer out-reach, food festivals, and our highly effective billboard advertising program.

Find out more on our website at [www.Meatout.org](http://www.Meatout.org).

**Arranging a Meatout event in your community is simple, fun, and rewarding!**

FARM will be at your side, providing guidance, display & handout materials, and liaison with national media, food manufacturers & retailers, public interest organizations, schools, religious groups, and other supportive institutions.

**This Meatout Action Guide contains the following items to get you started:**

- ✓ *Guide to an Effective Observance* to provide helpful hints and suggestions;
- ✓ *Media Guide* to assist you in spreading the Meatout message in your community;
- ✓ *Guide to Coordinating a Meatout Walk* to help raise crucial funds and spread the word;
- ✓ *Leaflet master* to copy and distribute at your event;
- ✓ *Meatout Pledge Sheet* to copy, collect signatures, & mail back to us.

**This year’s slogan is “Choose Veg – It’s Good For Your Heart!”** It’s the perfect opportunity to show others that “kicking the meat habit” is a healthy *and* compassionate choice. Request an **Event Pack** when you register to receive an official Meatout banner, handouts, stickers, and more.

Please register your event plans with us, even if you do not have them finalized. Your registration will enable us to notify local and national media, to post your plans on our online Events Directory, and to link you up with other activists.

**Register today by visiting [www.Meatout.org](http://www.Meatout.org) or calling 800-632-8688.**

Thank you for your support and enthusiasm. Let’s make this Meatout the best one yet!

Sincerely,

Jen Riley  
Program Director

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[www.meatout.org](http://www.meatout.org)



**1-800-MEATOUT**