



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 20th**, Meatout is a time when caring people in communities around the world encourage others to "kick the meat habit" and explore a compassionate, nutritious plant-based diet. **This year marks the 25th annual observance of Meatout!**

This year's theme is **"Eat for Life - Live Vegan!"** With the 2009 swine flu pandemic caused by hog farming, paired with the American Dietetic Association announcement that vegan diets are healthful for people of all ages, **there's no better time to spread the timely message.**

Meatout activities include feed-ins, food festivals, exhibits, retail outreach, video screenings, information tables, leafleting, and more. Find out more on our website at **www.Meatout.org**.

Arranging a Meatout event in your community is fun, effective, 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 a Successful Observance* to provide helpful hints and suggestions;
- *Media Guide* to assist you in spreading the Meatout message in your community;
- *Guide to Hosting a Workplace Feed-in*
- *Guide to Targeting the Fast Food Industry*

Please register your plans with us, even if you do not have them finalized (you can update anytime). Your registration will enable us to post your plans on our online Events Directory, and link you up with other activists.

Request an **Event Pack** when you register to receive an official Meatout banner, handouts, stickers, and more.

Register today by visiting 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,

Michael A. Weber
Campaign Coordinator

