



# 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 compassionate, nutritious plant-based diet. **This year marks the 25<sup>th</sup> annual observance of Meatout!**

**Get active in your community** to spread the message of compassion. With a change in U.S. Administration and a new public outlook, let's inspire dietary change with this year's Meatout slogan: "**Change Your Diet - Change The World!**"

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 Coordinating a Meatout Walk* to help raise crucial funds and spread the word;
- ✓ *Guide to Hosting a Workplace Feed-in*
- ✓ *Guide to Targeting the Fast Food Industry*
- ✓ *Leaflet master* to copy (preferably on color paper), cut, and distribute at your event;
- ✓ *Meatout Pledge Sheet* to copy, collect signatures, & mail back to us.

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](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*

Jen Riley  
Program Director

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



1-800-MEATOUT