

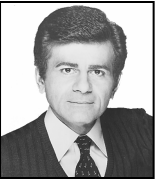


THE GREAT AMERICAN MEATOUT

"25th Observance of the World's Largest Grassroots Diet Education Campaign"

February 27, 2009

NATIONAL COUNCIL



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Dear Food Editor:

These are exciting times for progressive food editors and public health advocates who have been weaning American consumers away from disease-laden meat and dairy products to a healthful diet of vegetables, fruits, legumes, and grains.

Recent developments are paving the way for a substantial dietary shift:

- Hardly a month passes without another report linking meat and chronic disease.
- The vegan food market is growing dramatically.
- Young people are increasingly embracing plant-based diets.
- All mainstream health advocacy organizations now encourage greater consumption of vegetables and fruits.
- Major food manufacturers are marketing alternatives to meat and dairy.
- Major supermarkets are offering a wide selection of plant-based products.
- Major restaurant chains are providing veggie burgers and other meat-free options.

Next month, caring people in a thousand communities in all 50 states and two dozen other countries are welcoming spring with public educational events. They are asking their friends and neighbors to "kick the meat habit and explore a wholesome, nonviolent plant-based diet." The events include colorful festivals, walks, public dinners, lectures, cooking demos, food sampling, and information tables.

On the national scene, governors and mayors across the nation are issuing special proclamations recommending increased consumption of vegetables fruits and grains. Hundreds of bus ads and billboards, along with newspaper stories and letters to editors, carry the Meatout message to millions.

The occasion is the 25th annual observance of **the Great American Meatout**, the world's largest annual grassroots diet education campaign. Its explosive growth since the dietary dark ages of the mid-1980s has been due largely to strong support from consumer advocates, health authorities, and food editors. The date, on the first day of spring, is symbolic of rebirth and renewal. **Please visit www.Meatout.org for more details.**

Your special web page at www.meatout.org/media/foodeeditor.htm contains a general introduction, background material on veganism, and links to selected sites. Your recipe page at www.meatout.org/recipes.htm features a Meatout Menu, celebrity recipes, and links to recipe sites. Community events are listed at www.meatout.org/events. We have vegan chefs, nutritionists, physicians, and local residents ready to answer your questions or to conduct interviews.

Please call me at 1-800-MEATOUT (632-8688) to arrange an informative interview.

Sincerely, *Jen* - Jen Riley, National Director

Call the number below or fax 301-530-5683 to be removed from this list.

www.Meatout.org 10101 Ashburton Ln, Bethesda, MD 20817 800-MEATOUT