

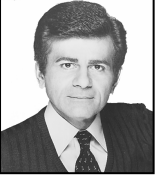


THE GREAT AMERICAN MEATOUT

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

March 12, 2009

NATIONAL COUNCIL



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Physician, Author

Cassandra Peterson
'Elvira'

Jeremy Rifkin
'Beyond Beef'

John Robbins
'Diet for a New America'

Dear Producer:

On or around March 20th, people in a thousand communities throughout all 50 states and two dozen other countries will welcome spring with colorful public events. They will ask their friends and neighbors to "kick the meat habit and explore a wholesome, nonviolent plant-based diet." Activities include festivals, walks, public dinners, cooking demonstrations, food sampling, information tables, and more.

The occasion is the 25th annual observance of **the Great American Meatout**, the world's largest annual grassroots diet education campaign. The date, on the first day of spring, is symbolic of rebirth and renewal. The purpose is to help consumers evolve to a diet of grains, vegetables, and fruits. **Please visit www.Meatout.org for more details.**

This year's observance reflects some startling recent developments:

- 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.

This raises a number of intriguing questions like:

- ? Why is 'meat safety' an oxymoron? Why is meat a prime terrorist tool?
- ? How do meat and dairy contribute to global warming?
- ? How can a vegan diet reduce world hunger?
- ? What are the latest findings on animal products and chronic diseases?
- ? Why is the vegan food market growing so rapidly?
- ? Why is a vegan diet so appealing to young people?
- ? What do vegans eat? (hint: it's not just carrots and broccoli anymore)
- ? What are the Meatout events in my community?

Here's a great opportunity to book prominent, well-informed guests such as:

- * *Alex Hershaft, PhD* - National Chair of the Great American Meatout
- * *Howard Lyman* - vegan author and former cattle rancher
- * *Neal Barnard, MD* or *Michael Greger, MD* - experts on diet and health
- * *Rick Corbett* - prominent young vegetarian leader

A quick call to me at 1-800-MEATOUT (632-8688) will get you a great show!

Sincerely, *Jen* - Jen Riley, Program 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