



THE GREAT AMERICAN MEATOUT

Since 1985... The World's Largest Grassroots Diet Education Campaign

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MEATOUT EDUCATION KICKS OFF SPRING IN ALL 50 STATES AND 27 COUNTRIES

This week, a thousand communities in all 50 states and 27 other countries are welcoming spring with colorful educational events (details at www.meatout.org/events). Activities range from information tables, exhibits, and lectures to cooking demonstrations, receptions, and elaborate “lifestivals.” Visitors pledge to “kick the meat habit on March 20th (first day of spring), and to explore a healthful, nonviolent, diet of vegetables, fruits, grains, and legumes.” Those who sign the pledge receive a free subscription to the popular *Meatout Mondays* e-newsletter.

The occasion is the 24th annual observance of the **Great American Meatout**, world’s largest annual grassroots diet education campaign. Its explosive growth is due to the support of consumer and animal advocates, health authorities, educators, mass media, and others who feel that American consumers deserve a break from meat industry propaganda.

This year, in the wake of the USDA’s largest ever **recall of ground beef** because it came from sick, abused cows, the Great American Meatout has demanded a recall of *ALL* meat, as it all comes from sick, abused animals. Across the country, dozens of Meatout supporters are hosting video screenings of the undercover footage leading to the recall and distributing special “Total Recall” handouts. Other Meatout coordinators ask their communities to “Kick the Meat Habit” for health and compassion with the slogan “It’s Good For Your Heart!”

In the **nation’s capital**, hundreds of activists attending a massive peace rally will be educated about a non-violent diet with vegan information and mock meat samples. Attendees at the DC St. Patrick’s Day Parade were offered faux meat, while the National Mall hosted an exhibit and information table.

The Detroit “**Lifestival**” is expected to draw 1200 visitors. Other festivals are planned in Atlanta, Dallas, Houston, Jackson, Lawrence, and several other cities. They feature live bands, speakers, exhibits, video screenings, health screenings, food vendors, cooking demonstrations, vegan food samples, and games.

Some communities are exhibiting creativity to capture public attention. Philadelphia activists are staging a “die-in” and setting up 10 large scale displays and large screen monitors along public sidewalks. Weeks of educational activities are being held at Hawaii Pacific University, culminating in a “Meatout Challenge.”

Activists are protesting and distributing vegan food samples at dozens of **KFC outlets**. More than 75 **universities** are taking part this year, with exhibits, information tables, video screenings, and/or a veg cafeteria line. Nearly a hundred **humane societies, animal sanctuaries, and yoga centers** throughout the U.S. are offering free Veg Starter Kits to visitors.

Meatless food manufacturers and retailers are supporting this year’s observance. Dr. McDougall’s Right Foods, Lumen Soyfoods, Moo-Cluck, Parma!, Primal Spirit Foods, Sunergia Soyfoods, and Turtle Island (Tofurky) are supplying product samples. Nearly 50 **health food stores and restaurants** throughout the U.S. are hosting Meatout exhibits, and special discounts.

Hundreds of **bus cards, billboards and letters to the editor** carry the Meatout message to millions. **Proclamations** urging citizens to explore a wholesome, nonviolent diet of vegetables, fruits, and grains were issued by a dozen governors and mayors of major cities (see www.meatout.org/media/proclamations.htm). Celebrity entertainers *Casey Kasem, Mary Tyler Moore, Joaquin Phoenix, James Cromwell, and Bill Maher* are headlining the observance.

Other countries taking part in this year’s observance include Argentina, Australia, Bermuda, Canada, Chile, Croatia, Ecuador, France (www.journee-sans-viande.info), Germany (www.meatout.de), Ghana, India, Indonesia, Ireland, Israel, Japan, Kenya, Mauritius, Mexico, Netherlands, Nigeria, Norway, Philippines, Singapore, South Africa, Spain, Uganda, and UK.

Please visit the special Media page featuring events, stories, and recipes at www.meatout.org/media.

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