



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 festivals. 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 Veg Starter Kit and subscription to the popular *Meatout Mondays* e-mail newsletter.

The occasion is the 25th annual observance of the **Great American Meatout**, world’s largest annual grassroots diet education campaign. This year with a change in U.S. Administration and a new public outlook, Meatout is inspiring dietary change with this year's slogan: "*Change Your Diet - Change The World!*"

The **nation’s capital** will feature a massive Meatout feed-in for peace. Tens of thousands of attendees at a massive peace rally will be educated about a non-violent diet with literature, signs, “Tofurky” sandwiches, and other vegan goodies.

The **Seattle VegFest** is expected to draw thousands of visitors. Other festivals are planned in Asheville, Atlanta, Dallas, Detroit, San Francisco, 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 unusual **creativity to capture public attention**. **Boulder** is hosting a large display with life-size models of industrial farming techniques, screenings of meat industry practices, and giant charts of nutritional information about veganism. In the style of a 60’s sit-in, **Philadelphia** folks are hosting a Meatout Veg-In complete with a cooking class and art project. In **Orlando**, the “vegan police” are holding a ‘steakout’ with Happy the cow offering delicious vegan food samples to crowds.

California residents are participating in Meatout’s “**Operation Prop 2 Follow-Through**” advocating a vegan diet throughout the state. The campaign was launched in response to last November’s passage of Proposition 2 requiring that animals raised for food have enough space to turn around and spread their limbs.

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. **Humane societies, animal sanctuaries, and yoga centers** throughout the U.S. are offering free Veg Starter Kits to visitors.

Food manufacturers and retailers are supporting this year’s observance by supplying samples of their vegan products. Nearly 100 **health food stores and restaurants** throughout the U.S. are hosting Meatout displays and offering 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 several governors and mayors of major cities (see www.meatout.org/media/proclamations.htm).

Other countries taking part in this year’s observance include Australia, Belarus, Bermuda, Canada, Croatia, Congo, France (www.journee-sans-viande.info), Germany (www.meatout.de), Ghana, Greece, India, Ireland, Indonesia, Israel, Kenya, Mongolia, Nigeria, Peru, Philippines, Portugal, Rwanda, Singapore, South Africa, Spain, Uganda, UK, and Zambia.

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

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