Veggie Pride Parade II
PROGRAM GUIDE
Sunday, May 17, 2009

Greenwich Village
NEW YORK CITY
Seasonal Organic Vegan Cuisine

Two Locations

The Upscale ...

Candle 79
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Original Location ...

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and on Amazon.com
Veggie Pride Parade, NYC
May 17, 2009 • Greenwich Village
+ RALLY/EXPO IN UNION SQUARE PARK
New York City

PROGRAM

Parade

11:00 a.m.  Line up for parade where Little West 12th St., Gansevoort St., Greenwich St., and 9th Ave. come together
12:00 Noon  Parade begins

Parade end point: Rally/Expo in Union Square Park (north end)
NOTE: bios are on following pages.

PROGRAM SUBJECT TO CHANGE

1:00 p.m.  Parade culminates at rally/expo point, the northern end (sector) of Union Square Park
1:00 p.m.  From on stage Cheryl Hill welcomes parade participants entering the park with a set of original music.
1:45 p.m.  Speaker Dada J.P. Vaswani gives keynote address.
2:00 p.m.  Speaker Paul Shapiro addresses the crowd.
2:10 p.m.  Pamela Rice, parade organizer, presents awards for best-costume contest and best sign-board/slogan contest.
2:25 p.m.  Pamela introduces the authors at the rally who are on hand to sign their books from the authors’ expo table.
2:30 p.m.  Speakers Peter Anderson, Marianne Theime, Christine Vardaros, Richard Schwartz, Karen Davis, Joan Wai, and Mickey Z address the crowd.
4:00 p.m.  John Phillips of the League of Humane Voters, NYC, introduces Tony Avella and Yetta Kurland.
4:15 p.m.  Naming ceremony, baby veggies (toddlers in costumes), the offspring of Chris P. Carrot (PeTA) and Penelo Pea Pod (VivaVeggie Society). Firebrand Dave Warwak conducts the ceremony.
4:30 p.m.  Cheryl Hill, second set.
Veggie Pride Parade, NYC, 2009

Coming together with one voice, one expression of veggie pride

Building on the overwhelming success of last year’s parade, this year’s march through Greenwich Village, New York City, will surely be even bigger and better. Individually, one may be an animal-rights activist, an environmentalist, or a person concerned with his or her health. But on Sunday, May 17, 2009, all will come together with one voice, one expression, of veggie pride, compassion, and sanity.

Parade participants are encouraged to dress up in costumes and wear sign boards announcing their pride in their vegetarian lifestyle. Local restaurants and vegetarian groups will be represented with banners and chants. PeTA’s Chris P. Carrot and VivaVeggie’s Penelo Pea Pod (the seven-foot-tall human pea pod) will again head up the parade (see image). But this time, after a year of “married life,” the two will be accompanied by a gaggle of baby veggies (offspring, that is toddlers dressed in costume).

The procession will begin as last year at 12 Noon in the Olde Meat District (where 9th Ave., Gansevoort St., Greenwich St., and Little West 12th St. converge). It will culminate in Union Square Park, where a festival of music, speakers, exhibitors, and vegan food will take place.

From 1 p.m. to 5:15 p.m., the stage will glisten with the passionate faces of leaders and performers in the movement: We’ll hear from activists, political and spiritual leaders, organizers, a school principal, a world-class athlete, a poet, and fighters for all stripes.

• At 2:10 p.m., winners of the costume and poster-slogan contests will be announced.
• At 4:15 p.m., a naming ceremony will take place involving the baby veggies.

Organizer Pamela Rice believes that with this parade, “vegetarians will be just a little less invisible, their lifestyle just a little more tenable, and the misconceptions about vegetarianism just a little less pronounced.” Ms. Rice said, “I’m hoping that at this event people will be amazed at the culture vegetarians have been creating in recent years.

veggieprideparade.org
The route
(subject to change)
The parade begins where Little West 12th St., 9th Ave., Gansevoort St., and Greenwich St. come together. It then makes its way southeast on Greenwich Av., east on 8th St., south on 5th Ave., around Washington Sq. Park, north on University Pl. to the north end of Union Sq. Park.
J.P. Vaswani is one of India’s most recognized nonsectarian spiritual leaders and the head of the Sadhu Vaswani Mission. For the past 43 years, Dada, as he is affectionately known, has been a tireless advocate for animal rights and non-violence. Cultivating his ideas from his mentor and guru Sadhu T.L. Vaswani, he is today an accomplished orator, philosopher, educationalist, and philanthropist. Dada lives in Pune, India.

Paul Shapiro is the senior director of the factory farming campaign of the Humane Society of the United States. He has spearheaded numerous successful campaigns on behalf of farmed animals. He directs the effort to convince retailers, food service providers, and others to expand their vegan options. Prior to working for HSUS, Paul founded Compassion Over Killing, where he worked as a farmed-animal cruelty investigator.

Peter Anderson is the principal of Future Leaders Institute, a progressive charter school in Harlem. He’s worked in education for over 15 years and holds graduate degrees from the London School of Economics and New York University. Part of what he passes along to the kids at his school is the wisdom of healthy eating. He has partnered with New York Coalition for Healthy School Food to provide two plant-based meals per week.

Marianne Thieme is a member of The Netherlands’ House of Representatives and is leader of the Party for the Animals. She is the onstage narrator for the pro-vegan DVD Meat The Truth. It presents a hard-hitting but popular presentation of the vegan environmental arguments, emphasizing, in particular, livestock’s heavy influence on global warming. Early in her career, she was a fauna consultant for the Dutch SPA.

Green vegan rawker Cheryl Hill returns to the Big Apple from her current home in Austin, Texas, to rock Veggie Pride Parade-2. Hill wrote the VPP’s theme song “Get Your Green On,” a song about greening up the planet by greening up your diet. She’s also branding a new raw vegan super food drink mix, Chocolate Bliss Elixir, and is co-hosting a weekly online, live, interactive TV show “EZ Raw Food 101 TV.”

Christine Vardaros is a world-class vegan cyclist. She’s writes fitness columns for VegNews magazine, Cyclo-Cross magazine, and the Marin Independent Journal. She is an official spokesperson for In Defense of Animals, a founding member of the Marin County Bicycle Coalition, and is a member of the athlete’s advisory board for the Stone Foundation for Sports Medicine and Arthritis Research. And she’s never owned a car.

Richard H. Schwartz, Ph.D. is the author of Judaism and Vegetarianism, Judaism and Global Survival, and Mathematics and Global Survival, and over 130 articles at JewishVeg.com/schwartz. He is the president of the Jewish Vegetarians of North America (JVNA) and the Society of Ethical and Religious Vegetarians. He is the associate producer of A Sacred Duty, a powerful, pro-vegan DVD production.

continued on page 6
Music, dance, film, poetry, philosophy. These are the creative tools we use to explore issues, foster dialogue and build a deeper appreciation of human-animal relationships.

For 24 years, Culture & Animals Foundation has partnered with contemporary thinkers, researchers, artists and authors, supporting and funding projects that awaken people to the grandeur and plight of kindred animals.

Proud grantor of the Veggie Pride Parade.
Visit [www.cultureandananimals.org/grantprogram.html](http://www.cultureandananimals.org/grantprogram.html) for this year’s additional recipients.
Karen Davis, Ph.D. is president of United Poultry Concerns. She is the founding editor of UPC’s magazine Poultry Press and the author of numerous books including Poisoned Chickens, Poisoned Eggs. Ms. Davis maintains a sanctuary for rescued poultry birds in Virginia. She in an inductee to the U.S. Animal Rights Hall of Fame. Since 1999, Ms. Davis and UPC have hosted eight annual conferences on farmed-animal advocacy issues.

Joan Wai is the founder and chief executive director of Youth Buddhism Communications, a New York City-based group fully committed to compassionate meatless living. She is the organizer of the 1,000-strong all-vegan banquet put on by the group in Chinatown every year in October. She is also the director of a community center near Confucius Plaza run by the organization.

Mickey Z will wax eloquent in poetry and prose in his most inimitable style at the post Veggie Pride Parade rally and expo. Proudly armed with his high school diploma, born and raised in Astoria, New York, part working class, part radical vegan, Mickey Z is probably the only person on the planet to have appeared in both a karate flick with Billy Blanks and a political book with Noam Chomsky. He has been a vegan for 14 years.

Tony Avella is a New York City councilman from Queens’ 19th district. He heads five council committees and is a leading advocate of animal rights in city government. The 2007 scorecard of the NYC League of Humane Voters gave Tony a 100 percent rating, but it might as well have been 110 percent. He’s taken up leadership roles with the Horse Drawn Carriage Ban, the Pets in Housing bill, and humane education in the city’s schools.

Yetta G. Kurland is a civil rights and family law attorney with a long history of community activism and empowerment, which she now brings to her campaign for City Council in the 3rd District in Manhattan (Greenwich Village and environs). All serve well to complement her commitment to living a vegetarian diet. Yetta lives in Chelsea with her partner Elizabeth and their two dogs, Sal and Luca.

Dave Warwak is a meditator, philosopher, humanitarian, artist, musician, poet, and writer.Formerly a tenured middle school art teacher, he became an animal rights activist after he was notoriously fired for teaching veganism, to his students. Warwak’s mission has since been to tell children the truth about our world. Ask Dave about transcripts that document his fight to keep his job, which include testimony by T. Colin Campbell.

Pamela Rice is the author of “101 Reasons Why I’m a Vegetarian,” both book and pamphlet. She is the founding director of the Vegetarian Center of NYC and the organizer for this event. She is the founding director of the VivaVegie Society, the parade’s sponsoring group. She is also the erstwhile publisher of The VivaVine: The Vegetarian Issues Magazine. Pamela makes her living as a graphic artist in New York City.
What Wings Are For

Millie & Luca, her chick
Photograph by Neil S. Whitaker

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Parade Chants

One, two, three, four.
Global warming’s at our door.
Five, six, seven, eight.
We need to go veggie before it’s too late.

End the suffering.
Go veg.
Feed the hungry.
Go veg.
Protect the earth.
Go veg.
Enjoy good health.
Go veg.

Hey, ho, we’re so cool.
Being veggie truly rules.

What do we want?
Vegan options in our schools.
When do we want it?
Now!

Get hip. Go veg.

Eat those veggies.
Eat ‘em good.
Get your fiber.
As you should.

Hey, hey, ho, ho.
Factory farming’s got to go.
Ha, ha, hee, hee.
Let the animals run free.

Your dinner, my friend,
led a horrible life.
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a vegetarian shrine in another space and time.
Modern American Vegetarianism

Although Dr. John “Cornflakes” Kellogg carried his vegetarian crusade into the 1940s, during the early decades of the twentieth century a triumvirate of self-appointed food authorities were helping to change the way Americans viewed the meat on their plates. The first of these was Upton Sinclair. A novelist and social reformer, Sinclair became a food reformer quite by accident. His novel, The Jungle (1906), which he had intended to be a diatribe against capitalism, was so vivid in its portrayal of the horrors of the meatpacking industry that it gave the country a case of national dyspepsia. It was influential in the passage of the Pure Food and Drug Act (1906), and one year after its publication, the U.S. Food and Drug Administration was formed. Sinclair himself became a vegetarian, albeit for only three years; however, there is no doubt that many Americans were so stirred by his book as to swear off eating meat altogether.

The next was Horace Fletcher. A corpulent American businessman, Fletcher lost weight by devising a system of repetitive chewing. Called “Fletcherism” it required that each morsel of food be chewed thirty-two times. When Fletcher found that meat offered the greatest resistance to being liquefied through chewing, the Great Masticator stopped eating meat and recommended that earnest followers of his regimen do likewise. As soon as Americans found that they could lose weight simply through vigorous mastication, Fletcherism swept the country.

The third reformer, Bernarr Macfadden, was a rags-to-riches physical-culturist-turned-publishing-magnate and a charismatic public health figure. As one of America’s richest young tycoons, he could have indulged his appetite on a Lucullan scale, but he lived chiefly on raw vegetables and fruit. (Later in life, he became a bit of a backslider and included some meat in his diet, but in his heyday, he lived mainly on raw vegetarian food.) On rare occasions when he fell ill, he cured himself through fasting. In 1902 he opened one of New York’s first vegetarian restaurants, Physical Culture (named after his fitness magazine), where for a nickel one could dine on an entree like “Hamburger Steak,” which was made from nuts and vegetables. By 1911 twenty vegetarian Physical Culture restaurants had sprung up in Philadelphia, Chicago, and sundry other locations.

In 1927 America’s longest continuously running vegetarian society was founded in Washington DC by Milton Trenham with strong Seventh-Day Adventist backing. The VSDC is the oldest vegetarian organization in

continued on page 12
Did you know that MEAT EATING is a MAJOR CAUSE of GLOBAL WARMING?

uh....Raising animals for food produces more greenhouse gases than all transportation combined....

YOU can help SAVE THE PLANET.

It’s Simple. Just GO VEG!
either north or south America.

On July 28, 1947, at a convention of the American Naturopathic Association at the Commodore Hotel in New York, a vegetarian political party, the American Vegetarian Party, was formed with the goal of putting up a presidential candidate for the 1948 election. Their candidate was Dr. John Maxwell, a naturopathic doctor and restaurateur from Chicago. To oppose General Dwight D. Eisenhower in the 1952 election, they nominated General Herbert C. Holdridge, a vegetarian West Point alumnus of the class of 1917. In every subsequent quadrennial election until 1964 (by which time the party had faded away) a candidate ran for the Presidency on the vegetarian ticket. More recently, Dennis Kucinich, one of the Democratic candidates for the presidential election in 2008, is a self-proclaimed vegan who attributes his stamina on the campaign trail to his fleshless diet.

A Paradigm Shift
These days, in freezer cases across America one can find a vast array of vegetarian entrees, from the sophisticated to the ordinary. Supermarkets are stocking more and more vegetarian food products. Vegetarian restaurants continue to proliferate. Now, America is mounting its Veggie Pride Parade-2! All of this suggests that the popular image of vegetarianism as an eccentric, cranky, fringe movement has undergone a paradigm shift. Among younger generations of Americans, it is very much in vogue to be a vegetarian, if not a vegan.

Rynn Berry is the historical advisor to the North American Vegetarian Society. In addition to being the author of such books as Famous Vegetarians, and Food for the Gods: Vegetarianism and the World’s Religions, and Hitler: Neither Vegetarian Nor Animal Lover, and co-author of Becoming Raw (forthcoming in September, 2009), Rynn is the author of The Vegan Guide to New York City, where he lives.
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• For the Animals Sanctuary • Farm Sanctuary • musical artist Cheryl Hill • Healthy Planet • Humane Society of the United States • Jewish Vegetarians of North America (JVNA) • Lantern Books
• League of Humane Voters, NYC • Micah Publications • Moo Shoes
• Natural Kitchen Cooking School
• North American Vegetarian Society (NAVS) • People for the Ethical Treatment of Animals • Primal Spirit Foods • Raw Revolution (energy bars)
• Sadhu Vaswani Center • SuperVegan.com

continued on page 16
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Exhibitors, continued from page 14

Supreme Master Ching Hai International Assn. ⚫ Team Organic, NYC ⚫ Turtle Island Foods ⚫ United Poultry Concerns ⚫ Vegan Outreach ⚫ Vegan Radio/Vegan Bus ⚫ Vegetarian Resource Group ⚫ Vegetarian Vision ⚫ Veggie Brothers mail-order meals ⚫ VivaVeggie Society ⚫ V-Spot ⚫ Whole Earth Bakery ⚫ Whole Foods Mkt. ⚫ Wildwood Organics ⚫ Woodstock Farm Animal Sanctuary ⚫ Youth Buddhism Communications ⚫ ZICO coconut water

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Be Fed

Here are restaurants and eateries near the parade route and the parade end-point/rally location

- Angelica Kitchen, 300 E. 12th St.
- Babycakes, 248 Broome St. (nr. Ludlow)
- Blossom, 187 Ninth Av. (nr. 22nd St.)
- Bonobo’s, 18 E. 23rd St.
- Caravan of Dreams, 405 E. 6th St.
- Curly’s, 328 E. 14th St.
- Dosa Man (Washington Sq. Park)
- Franchia, 12 Park Av. (nr. 34th St.)
- Gobo, 401 6th Av. (nr. 8th St.)
- Hangawi, 12 E. 32nd St.
- JivamukTea Café, 841 B’way (nr. 13th St.)
- Lula’s Sweet Apothecary, 516 E. 6th St.
- Maoz, 38 Union Sq. East
- Pure Food and Wine, 54 Irving Pl.
- Quintessence, 263 E. 10th St.
- Red Bamboo, 140 W. 4th St.
- Sacred Chow, 227 Sullivan St. (nr. 3rd St.)
- ‘sNice, 45 8th Av. (nr. W. 4th St.)
- Stogo, 159 E. 10th St.
- Temple in the Village, 74 W. 3rd St.
- Tiengarden, 170 Allen St. (nr. Stanton)
- VP-2, 144 W. 4th St.
- Whole Earth Bakery, 130 St. Marks Pl.

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Vegetarian news from the mainstream media

- A March 2009 story *(Boiling mad: crabs feel pain)* on LiveScience.com reported that “researchers now say that not only do crabs suffer pain, they retain a memory of it.” The scientists say its time for new laws to consider the suffering of all crustaceans.”
- A March 2009 Associated Press story *(Pharmaceuticals found in fish across U.S.)* reported that researchers had found that “fish caught near wastewater treatment plants serving five major U.S. cities had residues of pharmaceuticals in them, including medicines used to treat high cholesterol, allergies, high blood pressure, bipolar disorder and depression.” The phenomenon, the story noted, was worse on the wildlife than to the people who eat the fish.
- A December 2008 Star-Ledger (New Jersey) story *(Farmers blanch at idea of cow tax)* told of an Environmental Protection Agency proposal to tax cows to promote “a way to regulate greenhouse gas emissions under the Clean Air Act,” a suggestion that according to the story has rankled dairy and cattle farmers. A typical dairy farmer with 200 cows would face up to $35,000 in permit fees if the regulations actually become rules.
- An October 2008 Agence France Presse story *(Red meat primes body for intestinal germ: study)* told of a study published in the journal Nature, which found that a “steady diet of red meat makes the body more susceptible to a virulent form of intestinal bug that can cause bloody diarrhoea and even death.” According to the study, red “meat naturally contains molecules that “act as a sort of magnet for the toxins exuded
by an E. coli strain...”
• A January 2009 Chicago Tribune story (City health chief goes meatless, urges others to join him) introduced us to Dr. Terry Mason, the top health commissioner for the city, who has not only adopted the vegetarian diet for himself but has been for the past four years actively promoted it to the inner city.
• A BBC News story (A billion frogs on world’s plates) in January 2009 reported that according to a new study, “up to one billion frogs are taken from the wild for human consumption each year.” As a consequence, in part, “about one-third of all amphibians are listed as threatened species.”

**TOASTIES**, a typical non-vegetarian deli across from Union Square Park, tells us that parade marchers are welcome to use its **toilet facilities** particularly if such use is paired with a purchase of its **veggie burger**. Go to 25 Union Square West, btwn. 15th St. and 16th St. Call ahead for your order: 212-924-3331.
Goals

We march in the Veggie Pride Parade:
1. To set a positive example by standing proud and standing up for the veg’n lifestyle.
2. To show our true love of animals, which must include farmed animals.
3. To celebrate our healthy diet.
4. To educate about the issues surrounding today’s cruel, unsustainable, and exploitative meat-, egg-, and dairy-production systems.
5. To encourage meat eaters—through advocacy and example—to join us in our compassionate way of living.

Online Resources for NYC Vegans:
For the best restaurant finder and vegan blog, go to: SuperVegan.com
For a great online community for vegans, go to HappyCow.com
To reach out and meet your fellow vegan, go to Meetup.com
To air your rants, your raves, yours 2¢, go to the Veggie Pride Parade bulletin board veggieprideparade.org/forum/index.php
To stay informed about the VivaVeggie Society, go to http://tinyurl.com/cwyuny

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VivaVeggie Society: HOME OF 101 Reasons Why I’m a Vegetarian, by Pamela Rice. Bulk orders:
Whole Earth Bakery & Kitchen, www.wholeearthbakery.com, 212-677-7597, 212-677-7067, fax between Ave A and 1st Ave, 130 St. Marks Pl. (8th St.), NY, NY 10009
At press time, the following companies pledged donations to the Veggie Pride Parade to be used as prizes for the best-costume contest and best sign-board slogan contest.

- **Quintessence** is donating dinner for two, worth $100
- **Counter** is donating dinner for two, worth approximately $85.
- **Peace Food** restaurant is donating dinner for two, worth approximately $80.
- **Wild Ginger** is donating dinner for two, worth $65.
- An **Arbonne International** representative is donating $100 in the all-vegan, all-pure line of cosmetics.
- **Micah Books** is donating a collection of its fine books worth $60.
- **Curly’s** is donating dinner coupons worth $50.
- **Rawstar** is donating dinner coupons worth $50.
- **Veggie Brothers** (New Jersey) is donating a gift certificate for mail-order veggie meals worth $50.
- **Foodswings** (Brooklyn) is donating gift certificates worth $50, total.
- **Vegetarian Resource Group** is donating various books and membership benefits worth $50, total.
- **Bonobos** is donating two gift certificates worth $40, total.
- **V-Spot** (Brooklyn) is donating a gift certificate for a dinner worth $40.
- **Delicious TV’s Totally Vegetarian cable-TV show** is donating two copies of the cookbook *Totally Vegetarian*, by Toni Fiore, along with five cooking-show DVDs worth $50, total.
- **Party for the Animals** (a political party in The Netherlands) is donating 10 DVDs of Meat the Truth worth $180, total.

Links to companies’ Web sites: www.veggieprideparade.org/dept/contests.htm
Thank You to the Volunteers

- Alan Rice, rally coordinator, restaurant outreach, vendor bid gatherer, & maintenance
- Robbie Schiff, monthly full-course dinners for the parade committee, rally free-food manager
- Leif Erich, stage sound, hero
- Carlos Pinto, invaluable all-around help
- Darnay Hoffman, legal
- Thomas Thompson, supremo volunteer
- Jorge Guevara & Esther Artilles, parade prep
- Lisa Lindblom, FOP (friend of Pamela), rally clean-up committee
- Mindy Getch, Web-site bulletin board set up
- Bernie G., invaluable support
- Ariel Penne, proofreading
- Carrie Smith, contest-prize go-getter, radio publicity
- Jean Thaler, marshal of the marshals
- Neil Hornish, Penelo Pea Pod
- Danielle Fontaine, lit. requestor
- Gérard V. Sunnen, international relations
- Rahul Agarwal, parade prep
- Andy Shah, vegan outreach
- Louis Gedo, postering

OMISSIONS REGRETTED
Peas & luv,
Pamela Rice
PeTA’s
Chris P.
Carrot &
VivaVeggie’s
Penelo Pea
Pod will
lead the
Veggie Pride
Parade

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The Vegetarian Cinophile

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Save the Planet  Be Veg! Go Green!

SOS

NASA’s report indicates that the glacier ice in North Arctic will disappear in 2012.

Livestock contributes more greenhouse gases than transportation. Methane gas & Nitrous oxide (gas from livestock) contributes significantly on Global Warming.

Plant base diet is the fastest, easiest, & most economical way to stop Global Warming. BE VEG TODAY!

For more information on this Urgent Issue, click on:

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Come & Join
Free Vegetarian Cooking Class

Junior High School  Last Sundays of Every Month
145 Stanton St, NY, NY 10002  12:00 pm - 2:00 pm
(use Suffolk St entrance)  (except Holidays)

Contact: MeatOutCookingClass@suprememaster.org