

# 13/20

## VivaVegie Society

New York City • circa 1991–2002

**e·phem·er·a** • noun • plural noun: ephemera

Things that exist or are used or enjoyed for only a short time. Items of collectible memorabilia, typically written or printed ones, that were originally expected to have only short-term usefulness or effect.

***Collected and bound in 2014***



**VivaVegie Society** was a pioneer of vegan advocacy. It was founded and coordinated by Pamela Teisler Rice in 1991 after she adopted the vegan lifestyle. Ms. Rice's epiphany was the result of a vegan conference and later of reading the explosive exposé by John Robbins *Diet for a New America.* In the beginning almost all VivaVegie activities surrounded Pamela's "veggie flyer": "101 Reasons Why I'm a Vegetarian." Out she would go with her cohorts to distribute it on the streets of New York City for free. She would get the attention of passersby by wearing a sandwich board that read: "Ask me Why I'm a Vegetarian." On

her head would be a stretchy black stocking cap packed with colorful plastic fruit. Street outreach, indeed, continues to this day. But perhaps more significant has been the many other activities Ms. Rice and the VivaVegie Society have engaged in over the decades since, particularly once the group obtained non-profit 501(c)3 status in 1997. A short list would include (1) providing a vegetarian center in New York City, open consistently since 1999 to the present day (2014), (2) publishing 50 issues of *The VivaVine*, a top quality magazine that tackled hard news topics indicting the meat industry (3) producing many updated and improved and exhaustive editions of "101 Reasons Why I'm a Vegetarian," and perhaps most impressively of all, (4) organizing the annual Veggie Pride Parade followed by a festive rally/expo in Union Square Park (NYC) with dozens of speakers on two stages, exhibitors, free food, and entertainment. This ephemera marks a distinct moment in time before the Internet took hold and people no longer communicated using paper. If you look close, you'll see a compassionate human spirit bursting out. Enjoy the

dozens of speakers on two stages, exhibitors, free food, and entertainment. This ephemera marks a distinct mo-





MS HELENE LL...
...D DR
STAUNTON VA 24401

CHARLOTTESVILLE VA
PM
18 DEC
1993

NEW YORK NY 100 12/20/9



PEACE

PEACE

Rivia Veggie
Prince St.
P.O. Box 2
New York,

New York,

Violaceae Society
P.O. Box 2814
Penn Street Sta.
Bronx York, NY 1046

April [illegible], 1992

dear Pamela,

Please send me your "101 reasons to be vegetarian" flyer. It will be greatly appreciated. I read about you in Animals' Agenda.

Keep up the good work!

Sohna Z Lee

FUR
Friends Of Animals

GRAND RAPIDS, MI 493
PM
17 MAR
1998

YOU

100.

Sandra Lee Lisle
The Viva Vegie Society
PO Box 294
Prince Street, NY
10012-0000

# Notes



please send me a
copy of "101 Reasons"

thanks

Viva Vegies,

Please send me a copy of
"101 Reasons Why I'm a
Vegetarian."

Thankyou,

Twila F

Teresa H[redacted]
P.O. Box [redacted]
Skaneateles, N.Y. 13152

November 18, 1993

Viva Veggie Society
Prince Street Station
P.O. Box 294
New York, N.Y. 10012

Dear V V S:

Please send me a copy of "101 Reasons....."

As a vegan, I greatly appreciate you dedication !!
Please keep up the GREAT work !

Sincerely:

Teresa H[redacted]

Teresa H[redacted]

Please send me
a copy of
101 Reasons why
I'm a Vegetarian.

Leon H.
First Baptist Church
216 W. M.
Normal, Il
61761

AID
SEP 14 1993
$1.00

cash
Ugent
+SASE

Please send

"101 Reasons Why I'm a Vegetarian"

to

$2.00 cash
R-3/22
VT
M3

Shari Hi

SE Division

Portland, OR 97266

wich board that

Rochelle Amy N

a copy of

$1 check

will find

and a check for $1.

Thank You.

Pay to the order of Home Savings of America for deposit only in The VivaVogie Society account: # 653-904767-7

wich board that read: "Ask me Why

I just visited your
website + Read 101 Reasons...
Please Send Me a Copy.
here is $1 + 1 stamp.

My address is

Amy M S.
444
Erie PA 16502

Thank you!



# Love Me, Love My Dog...

Please send me 50
copies of the 101
Reasons

Thank you.

MARY MC T[redacted]
305 E[redacted] 5X
NY N.Y.C.

#20. check

Greetings.

Vine #5 & #9 Vine

My name is Bob and I work at a vegetarian Inn (Bed + Breakfast) on the Appalachian trail. We would love 5 copies of your book to check out and if all goes well we will probably order a bunch more. It's a wonderful thing ya'll are doing. Peace be with you.

Bob W.

wich board that read: "A... ASK this ..."




"Sorry to bother you, Sylvia, but your Henry's over here ... and he's got my cat treed again."

# The Far Side

## APRIL

## 12 & 13

Saturday & Sunday

# My Pad

Dear Pamela,

I read about your "101 Reasons Why I'm a Vegetarian" in Factsheet Five, and I'd love to have a copy. Could you please send me one?

Thanks...

Respectfully,
Rebecca



my address:

REBECCA PA[redacted]

[redacted] GATE

MARIETTA GA 30068

Brian

REBECCA PA[redacted]



BASSET

April 29, 1992

Please send me information on your vegetarian Society - "101 reasons".

Thank you.

Florence G...

Glenn C...
Florence (...
...s Drive
Las Vegas, NV 89119

wich board that read. "Ask me ...

Florence (...

# Become a card-carrying member of the VivaVegie Society!

...u've just read "101 Reasons Why I'm a Vegetarian." So why not indulge the "veg-evangelist" in you? Become a member of the V...aVegie Society and receive: a membership card, one ...py o... "101 Reasons Why I'm a Vegetarian" and five issues of ...e society's journal *The VivaVine.* Membership is $15 per year.

**(Yes, I) / (No, I do not) want to become a card-carrying member of the VivaVegie Society**

Please send me 50 (copy / copies) of
"101 Reasons Why I'm a Vegetarian."
My first copy is [US]$2, postage paid.

- Add'l copies are 50¢ each
- 50 copies are $20 • 100 copies are $35

...e: Earth Heart Foundation

Address: [redacted] St

C... [redacted] State: WI Zip: 54115

Phone: (... [redacted]54 Date: 3/9/99

Herewith, also, is a tax-deductible donation to the ...Vegie Society, Inc. for $ ____. TOTAL enclosed: $20.-

Check

CHECKS PAYABLE TO THE VIVAVEGIE SOCIETY, INC.

VivaVegie Society is a 501(c)3, nonprofit, charitable ...rganization.

...heard that read. Ask the ...

...Vegie Society, Inc. for $ ____. TOTAL enclosed: $20.-

& transgender vegetarians & friends

## POTLUCKS

**The fourth Sunday of the month from 5:00 to 7:00 p.m. at The Center, One Little West 12th Street, at the corner of Hudson & Gansevoort. Please bring a vegan dish (no meat, poultry, fish, eggs or dairy) and a contribution between $3 and $5 to help with VegOut expenses.**

## VegOutings

**Monthly gatherings at local vegetarian and veggie-friendly restaurants.**

**VegOut** • P.O. Box 6360 • Yorkville Station • NYC 10128

Phone: (2[redacted]om

*To subscribe to our e-mail list, send an e-mail with no subject or message to: <[redacted]onelist.com>*

Phone: (2[redacted]om

*To subscribe to our e-mail list, send an e-mail with no subject*

Jennifer Sc[redacted]

[redacted] End Ave,

Apt. 4C

NY, NY 10025

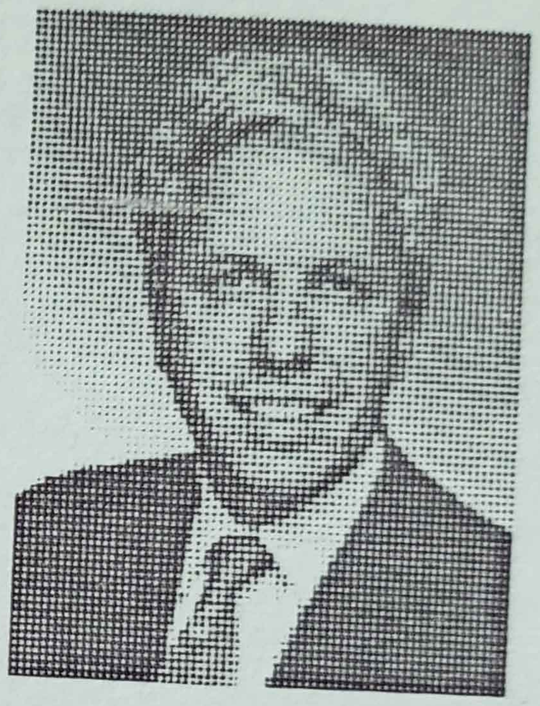
- Boyz Don't Cry
- America Beauty
- 6th Sense (Worldwide)
- Fight Club

Let's [illegible]ake o[illegible]ssues [illegible]heal[illegible]the e[illegible]onme[illegible]
and compassion for animals known to our elected officials!

**NYC Public Advocate**

# MARK GREEN*

to speak to three local
vegetarian groups in March



DATE: Tuesday, March 14, 2000

TIME: 6:30 p.m.

WHERE: Brownie's Cafe, 74 Trinity Place, 2nd Fl., Manhattan†

RESERVATIONS REQUIRED: call (212)715-8642 (24-hours)

ADMISSION: $20 at the door

"GREEN" MENU: green burrito filled with black beans and grilled vegetable with green chipotle sauce and tofu sour cream; brown rice and greens; broccoli with cumin and lime; romaine lettuce and tomato with vinaigrette; taco chips with guacamole • RAW FOOD REQUESTS must must be made at time of reservation

* A current biography of Mark Green can be found at: http://www.nyc.gov/aboutpa.cfm

† Located behind Trinity Church. Take 1, 9, N or R to Rector Street or 2, 3, 4, or 5 to Wall Street.

chipotle sauce and tofu sour cream; brown rice and greens; broccoli

wich board that reac[illegible]



**VivaVegie Society, P.O. Box 294**
**New York, NY 10012**

## Making our issues known . . .

The three sponsoring vegetarian groups** will present Mr. Green with an agenda of vegetarian issues they believe to be most important:

1) Vegetarian food needs to be available in the city's public schools, the prisons, hospitals and mental hospitals, homeless shelters and soup kitchens.
2) Vegetarian food needs to be available at city stadiums and city-sponsored events.
3) The sponsoring groups will also convey to Mr. Green their strong interest in environmental issues, especially those that have to do with animal agriculture.

** This event is sponsored by BIG APPLE VEGETARIANS, the NYC SIERRA CLUB VEGETARIAN OUTINGS COMMITTE and th

This

10012/G

Steven R

the NYC SIERRA CLUB VEGETARIAN OUTINGS COMMITTE

Steven R

INTERNATIONAL
FORUM ON
GLOBALIZATION

Building 1062, Fort Cronkhite
Sausalito, CA 94965 USA

Presorted
First-Class
U.S. Postage
**PAID**
San Francisco, CA
Permit No. 178

**********AUTO**3-DIGIT 100
Pamela Rice
234 Mulberry St Apt 17
New York NY 10012-5719

We're moving! Please note our new address, phone and fax, effective February 24, 2000.

The International Forum on Globalization
Building 1062, Fort Cronkhite
Sausalito, CA 94965

*Phone:* 41
*Fax:* 41

*Email:* ifg@ifg.org *Website:* www.ifg.org

wich board that read: "Ask me why I'm a vegetarian"

The V[redacted]
[redacted] Avenue
Ft. Lauderdale, FL 33301

SO-FLORIDA MPC, FL 330
PM
10 OCT
1998

USA 3[redacted]

Viva Vegie Society
P.O. Box 294
Prince Street Station
New York, NY 10012-0005

The V[redacted]ts have moved . . .

Member Paid

# We've Moved!



Just a quick note to let you know we've moved!

**Jim, Pam & Shelby Va**
**and all the critters**
**are now at...**

**venue**
**Ft. Lauderdale, FL 33301**

**95 )**

**venue**


3357

**The VivaVegie Society**

P.O. Box 294
Prince St. Sta.
New York, NY 10012

212/966-2060

vivavegie@triroc.com

http://www.earthbase.org/vivavegie

(See page 9 and 15 for information about offers and donations.)

Thank you.

4/24/97

Dear Gayle:

In case you're confused, I'm sending back your $10.- donation. The pledge is for $50 to have your name on the "101 Reasons."

Pamela

# `TUIT'

**NOW YOU'VE GOT ONE**

THIS IS AN INDISPENSABLE ITEM FOR EVERYBODY. FOR YEARS PEOPLE HAVE BEEN SAYING "I'LL DO IT AS SOON AS I GET A 'ROUND TUIT.' THE ABOVE IS A 'ROUND TUIT'; CUT IT OUT, KEEP IT HANDY AND YOU WILL HAVE NO MORE TROUBLE GETTING ALL THOSE EXTRAS DONE, FOR YOU HAVE FINALLY GOTTEN A 'ROUND TUIT.'

AS I GET A 'ROUND TUIT.' THE ABOVE IS A 'ROUND

PLEASE SEND 5 COPIES OF THE
1998 EDITION OF "101 REASONS WHY
IM A VEGETARIAN" TO:

KATHY C[redacted]

[redacted]CH DR NE

WINDER GA 306[redacted]

ENC. IS $2. FOR THE FIRST COPY,
AND $2 FOR THE 4 ADDITIONAL COPIES.
TOTAL $4 FOR 5 COPIES.

THANK YOU,

K. C[redacted]

TOTAL $4 FOR 5 COPIES

AMERICAN CIVIL LIBERTIES UNION

Viva Vegie -

Please send me the Veg Guide to NYC. Thanks.

Karla

VivaVine inside!

140
7060 $00.570 PB9
2794 MAILED FROM ZIP CODE

UNITED STATES POSTAGE

RETURN
TO SENDER
NO SUCH NUMBER

NEW YORK, NY 100

Station

10012-0005

To:

Suzanna M. Rc
ıd Av.
New York NY 10016

COPIES YOU ARE DUE: two

RETURN
EL.
AS ADDRESSED
UNABLE TO FORWARD
NEW YORK NY 10016

ciates the
of the
in the
his guide:

Y
au Becker

negas

au Becker

ıd Av.

EL.

10/30/94

Hello Fellow Veggies!

Please include me on your VivaVegie Society mailing List.

I also would like to request a list of references pertaining to the "101 Reasons" flyer.

Lastly, please send me 50 copies of "101 Reasons" A.S.A.P. Enclosed is a check for the full amount.

Thanks a bunch.... keep up the good work!

Sincerely, Maggie K[redacted]

A.S.A.P. Enclosed is a check

$ 5.00
.25
+ 20.00
$ 25.25

Please ship to:

Mr and Mrs R K
[redacted] Road
Lockport IL 60441

Mr and Mrs R K

Pam,

3-5-98

Sorry, This check is late, but I've been away (Saudi Arabia) - Then I came home and visited my family out west.

I hope it's not too late!

Sandy K. ☺

I hope it's not too late!

Sandy K. ☺

# Ephemera Project

## VivaVegie Society • Pamela Rice

**NOTES FROM THE INSIDE**

Hello all,

Please send the
30 copies to:
Michael S[redacted]
[redacted]ock Rd.
New Paltz. N.Y. 12561

Thanks for
(7th edition everything,
if possible)

Michael

(7th edition everything,

**NOTE:**

From . .

REBEKAH

April 7, 1993

Please send me a
copy of the "VivaVine" Quest,
+ info about VivaVegie's
Society's activities.

Enclosed is a $1
donation.

Enclosed is a $1

LD SUPPLY C
OTIVE WAREHOUS

ORLD SUPPLY CORPORATION
TOMOTIVE WAREHOUSE DISTRIBUTORS

West 103rd. Stre
400 West 103rd. Street • Lemont, Illinois 60439

MCNT
LEMONT

Please send
one copy of
terstate
101 Reasons
to be
vegetarian

Thanks,

-mart

cash

PRINCI
P.O. B
NEW

Hi- here's my $20.
please send me 50 cop
A friend gave me 101....
I showed it To my 17yr old
son who read it and was
immediately converted.
Thanks.

Dorothy R B.
P.O. #6
Bryn Athyn
P. 19009

P.O. #6
Bryn Athyn

CAPTAIN
**evolution**

PROCESSED CHLORINE FREE

EARTHSAVE
PO BOX
HUNTINGTON NY 11743
[redacted].COM

BETTINA B[redacted]
PO BOX [redacted]5
HUNTINGTON NY
[redacted] 11743
earthspaces.com

EVOLUTION COLORS CERTIFIED
[redacted]% PROCESSED CHLORINE FREE
[redacted]% POST-CONSUMER WASTE

CONTACT : GREG BARBER
WWW.GREGBARBERCO.COM
800.840.4555 EXT. 113

# Become a card-carrying member of the VivaVegie Society!

You've just read "101 Reasons Why I'm a Vegetarian." So why not indulge the "veg-evangelist" in you? Become a member of the VivaVegie Society and receive: a membership card, one copy of "101 Reasons Why I'm a Vegetarian" ~~and five issues of~~ the society's journal *The VivaVine*. Membership is $15 per year.

## (Yes, I) / (No, I do not) want to become a card-carrying member of the VivaVegie Society

Please send me 50 copy / copies of "101 Reasons Why I'm a Vegetarian."

PERSONAL MEMBERSHIP

My first copy is [US]$2, postage paid.

- Add'l copies are 50¢ each
- 50 copies are $20
- 100 copies are $35

Name: AR c/o PCRM

Address: N AVE NW #

City: WASHINGTON State: DC Zip: 20016 SATURDAY

Phone: (202) EXT. 308 Date: 2 MAY 98

Herewith, also, is a tax-deductible donation to the VivaVegie Society, Inc. for $ _____. TOTAL enclosed: $35.00

CHECKS PAYABLE TO THE VIVAVEGIE SOCIETY, INC.

VivaVegie Society is a 501(c)3, nonprofit, charitable organization.

Best Friends Don't Need a Pedigree.

Visit the Vilas County Animal Shelter.

HUMANE SOCIETY OF THE UNITED STATES

Ms. Dixie O
r Ln
Rhinelander, WI 54501-9

Could I please receive
4 copies of your
101 Reasons Why I'm a
Vegetarian ? SASE encl.

Dixie O

Phone: (715) 479-9486



Dixie O

Phone: (715) 479-9486

06

Dear Kansas,

I am a vegetarian
meat eater and is
looking for meat, vegetarian
to become meat free.
Please send me a
copy of:
One Hundred and One
Reasons Why I am a
Vegetarian" enclosed is
$1.00. Thanks for the
good work
Love, Sarah Brown
(801) 403-7845
Reasons Why I am a

Pam — $35

We spoke on 4-19 regarding my order of "101 reasons" from 3/11. Here's the check I promised. (You've probably already shipped my order.)

Thank you for your quick response.

SENT

For the Animals,

Ed

response.

SENT

For the Animals,

Ed

so[illegible]

co-[illegible]rker, [illegible]an [illegible]uain[illegible]...

ate a stack of "101 Reasons" to help spread the word. Thank you for your support!

Pamela T. Rice

## "101 Reasons Why I'm a Vegetarian"

### SPECIAL PRICES, JUST FOR YOU !

ALL ORDERS IN U.S. DOLLARS. The first copy is $2.

Additional copies: 50¢ each.

50 copies: $20. • 100 copies: $35.

Delivered postage-paid. • Make checks payable to VivaVegie Society.

Name: Sheila [redacted] Date 9/7/03

Address: [redacted] lley Rd

City: Ossining State: NY Zip: 10562

**FOREIGN ORDERS:** Add 25% to cover postage; max. quantity: 100 copies.

**ENCLOSED FIND** (U.S.)$ 20 . **HEREWITH, ALSO**, is a tax-deductible donation to support the work of the VivaVegie Society: (U.S.)$ _____.

Order on-line with PayPal: http://www.vivavegie.org/ *

**VivaVegie Society, P.O. Box 294, New York, NY 10012-0005**

VIVAVEGIE SOCIETY IS A 501(C)3, NONPROFIT ORGANIZATION.

*** Credit-card orders through PayPal also give you these special rates.**

Order on-line with PayPal: http://[illegible]

[illegible] New York, NY 10012-0005

To whom it may concern,

Can you please send me
"101 Reasons Why I is a Vegetarian"
and anything else about vegetarians
like recipes and nutrition help.
Thank you very much.

Sincerely,

Kim K[redacted]
Kim K[redacted]
25 O[redacted]
Milford, CT 06460

...ellent views!

Your "101 reasons why I'm a vegetarian"
by Pamela Teister was wonderful!
very thorough, to say the least. please
send me the detailed list of references.
Please send any info. on VivaVegie Society, also.

thank you!

Nicole Bi:

PS - Your 'real crate' was a nice
thing to see on Madison Ave.
Those people will remember it!

[redacted]

[redacted]roy

Oak Park, Michigan 48237







NEW YORK NY 100 01/16/94 18:19 DCR-B #02

Pamela Teisler
Viva Vegie Society
Prince Street Station
Post Office Box 294
New York, New York
10012

recycled paper

SABE
CASA

PAID
APR 10 1993

4.04.93

$1.00

Please send me information about the Viva Vegie Society and the list of 101 Reasons why members are vegetarians, as mentioned in the Spring 1993 PETA News. Enclosed is a self-addressed, stamped envelope and a $1 donation.

Thanks!

Brad [redacted]

[redacted] St. #1R

Brooklyn, NY. 11211

Thanks!

Dear Sir
please mail me
101 Reasons Why I am
A Vegetarian
Inclosed $2.00 Cash
Thank You very much
Sincerely

5-24-02

Sent

Please send me 50 Copies all editions of the 101 Reason's Why I'm A Vegetarian.

Thank for doing great work!

HELLO!

PLEASE SEND ME 3 COPIES OF "101 REASONS WHY I'M A VEGETARIAN"

THANK YOU!

SUE R[redacted]

THANK YOU!

SUE R[redacted]

101 Reasons Why I'm a Vegetarian

Bulk 25 Copies 2003 $ 15.00

1 2001 edition 2.00

1 1998 edition 2.00

1 1996 edition 1.00

total $ 20.00

check

Send To: Tree of Life

ton Ave.

Trenton N.J. 08618

6. 76

Sent

TOBY GR[redacted]

[redacted]ORTH LANE

BUFFALO GROVE, IL 60089

TOB[redacted]@MONSANTO.COM

TOB[redacted]@MONSANTO.COM

HELLO,

$ 5. donation

I HAVE GREATLY REDUCED MY INTAKE OF MEAT BUT I AM NOT SURE WHY. I WOULD APPRECIATE IT GREATLY IF YOU WOULD SEND ME THE PAMPHLET OF REASONS TO BE A VEGETARIAN ALONG WITH ANY RECOMMENDATIONS OF GOOD BOOKS CONCERNING VEGETARIAN DIETS + NUTRITION. ANY INFORMATION YOU CAN GIVE ME WOULD BE VERY HELPFUL.

THANKS SO MUCH,

RICH

I ANXIOUSLY AWAIT YOUR REPLY.

THANKS SO MUCH




FEBRUARY

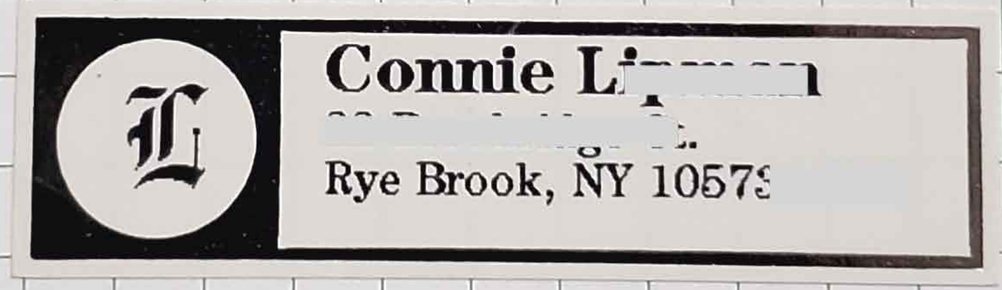
10

WEDNESDAY

Connie L[redacted]

Please send $1. cash + stamp
"101 Reasons to Be a
Vegetarian"

to:




Enclosed please find
$1.00 + $.33 stamp -

Thank you -

Connie L

Thank you -

Connie L

Please clip this coupon and return to Pamela Teisler, The VivaVegie Society, 234 Mulberry St., #17, New York, NY 10012.

Dear Pamela Teisler of the VivaVegie Society:

I read the editorial on page 1 of this newsletter and I would like to pledge my financial support to help with printing costs of the updated and revised edition of "101 Reasons Why I'm a Vegetarian." Printing, I know, is to take place in the Summer of 1992, and I understand that I will be contacted to fulfill my pledge at that time. (A contribution of $20. or more will get my name printed on the next edition of "101 Reasons Why I'm a Vegetarian.")

Name: Ms. Socorro M. Sa

Address: [redacted] ive

El Paso, TX 79915

Telephone number: (9 )37

Pledge amount: $25.00

If applicable, the following is how I would like my name to appear on the next edition of "101 Reasons Why I'm a Vegetarian":

✗ Ms. Socorro M. Sa

☐ I have pledged $20 or more, but I do not want my name to appear on the flyer

next edition of "101 Reasons Why I'm a Vegetarian":

✗ Ms. Socorro M. Sa

☐ I have pledged $20 or more, but I do not want my name to appear on

Please clip this coupon and return to Pamela Teisler, The VivaVegie Society, 234 Mulberry St., #17, New York, NY 10012.

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Name: Fred S

Address: te ave, Apt 16N

Brooklyn, New York, 11238

Telephone number: (17 6

Pledge amount: 20.00

If applicable, the following is how I would like my name to appear on the next edition of "101 Reasons Why I'm a Vegetarian":

x Fred S

☐ I have pledged $20 or more, but I do not want my name to appear on the flyer

x Fred S

☐ I have pledged $20 or more, but I do not want my name to appear on the flyer

P.S. Good Luck

Please clip this coupon and return to Pamela Teisler, The VivaVegie Society, 234 Mulberry St., #17, New York, NY 10012.

Dear Pamela Teisler of the VivaVegie Society:

I read the editorial on page 1 of this newsletter and I would like to pledge my financial support to help with [illegible]sts of the updated and revised edition of "101 Reasons Why I'm a Vegetarian." Printing, I know, is to take place in the Summer of 1992, and I understand that I will be contacted to fulfill my pledge at that time. (A contribution of $20. or more will get my name printed on the next edition of "101 Reasons Why I'm a Vegetarian.")

Name: LOUIS W — DONATION $20.00

Address: [illegible] 163RD ST.
BRONX NY 10451

Telephone number: (9[illegible]? (after July 1st, Area Code of Bronx will be (718) 7

Pledge amount:

If applicable, the following is how I would like my name to appear on the next edition of "101 Reasons Why I'm a Vegetarian":

X

☐ I have pledged $20 or more, but I do not want my name to appear on the flyer

Please clip this coupon and return to Pamela Teisler, The VivaVegie Society, 234 Mulberry St., #17, New York, NY 10012.

Dear Pamela Teisler of the VivaVegie Society: Good Luck!

I read the editorial on page 1 of this newsletter and I would like to pledge my financial support to help with printing costs of the updated and revised edition of "101 Reasons ... getarian." Printing, I know, is to take place in the Summer of 1992, and I understand that I will be contacted to fulfill my pledge at that time. (A contribution of $20. or more will get my name printed on the next edition of "101 Reasons Why I'm a Vegetarian.")

Name: John C[illegible]

Address: [illegible] n Ave.
Piedmont, CA 94611

Telephone number: (5[illegible]35

Pledge amount: 5.00 enclosed

If applicable, the following is how I would like my name to appear on the next edition of "101 Reasons Why I'm a Vegetarian":

X _____ 5/18/92

☐ I have pledged $20 or more, but I do not want my name to appear on the flyer

[illegible] 101 Reasons Why I'm a Vegetarian": enclosed

X _____ 5/18/92

☐ I have pledged $20 or more, but I do not want my name to appear on

*an[illegible]tivi[illegible]ou k[illegible]ca[illegible]istri[illegible]e. Y[illegible]If no[illegible]u, th[illegible] someone you know—a nephew, a daughter, a schoolmate, a co-worker, or an acquaintance—certainly would appreciate a stack of "101 Reasons" to help spread the word.* **Thank you for your support!**

Pamela T. Rice

## "101 Reasons Why I'm a Vegetarian"

### SPECIAL PRICES, JUST FOR YOU !

ALL ORDERS IN U.S. DOLLARS. The first copy is $2.

Additional copies: 50¢ each.

50 copies: $20. • 100 copies: $35.

Delivered postage-paid. • Make checks payable to VivaVegie Society.

Name: Norma R[redacted] Date _____

Address: [redacted] St. #4G

City: NY State: NY Zip: 10027

**FOREIGN ORDERS:** Add 25% to cover postage; max. quantity: 100 copies.

**ENCLOSED FIND** (U.S.)$35.00. **HEREWITH, ALSO,** is a tax-deductible donation to support the work of the VivaVegie Society: (U.S.)$_____.

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Order on-line with PayPal: http://www.vivavegie.org/ *

**VivaVegie Society, P.O. Box 294, New York, NY 10012-0005**

9.95 #4

Please clip this coupon and return to Pamela Teisler, The VivaVegie Society, 234 Mulberry St., #17, New York, NY 10012.

Dear Pamela Teisler of the VivaVegie Society:

I read the editorial on page 1 of this newsletter and I would like to pledge my financial support to help with printing costs of the updated and revised edition of "101 Reason Vegetarian." Printing, I know, is to take place in the Summer of 1992, and I understand that I will be contacted to fulfill my pledge at that time. (A contribution of $20. or more will get my name printed on the next edition of "101 Reasons Why I'm a Vegetarian.")

Name: Ellor [illegible] E

Address: [illegible] ST, TORONTO.

ONTARIO M [illegible] CANADA.

Telephone number: (4 [illegible] 4)

Pledge amount: $50.00

If applicable, the following is how I would like my name to appear on the next edition of "101 Reasons Why I'm a Vegetarian":

X [illegible].

☑ I have pledged $20 or more, but I do not want my name to appear on the flyer

Van Laanen's Gardens




I'd like to get your
101 reasons list &
find out about the
organization
organization

Thank You Kay

Barbara L[redacted]a

6/24/95

Dear Ms. Teixler:

I congratulate you on an excellent newsletter on "101 Reasons". If possible, I'd like to know your sources and if this information can be used as quotes. Please get back to me in writing or by phone: 242-1887.

Thank you again. Barbara L[redacted]

Read about your Society in "Raw Gourmet". Please send "101 Reasons Why I'm a Vegsie" and anything else pertinent.

THANKS

Ms. Rita H. R[redacted]
3[redacted]5
Baltimore MD 21208

Also - please put me down as a "card carrying" member & continue sending the VivaVine. Heres $5 cash

Hi!

Please send me your pamphlet "101 Reasons Why I'm Vegetarian."

Thank you!

Dear Pamela

Please send the flyers ASAP as I am down to only 1.

Looking forward to meeting you in the fall on my next trip to NYC.

Thanking you,

Donna W[redacted]

Please send me your Vegetarian Guide to New York City.

Thanks, and we love the work you do.

Vegetarian Guide

I would like to receive the New York & New Jersey Vegetarian guides. I have enclosed an extra stamp if needed. thanks!

Lisa D[redacted]

Hi Pam!

Sorry it took so long to mail these!

101 Reasons is on the job with one of Mel's co-workers. We may have a convert!

Our last-minute raw, vegan Passover seder was a success. Next year, be there or even help us plan it!

HAPPY SPRING! Love

Mel sends regards Susan R[redacted]

FOR
MEMBERSHIP

GOOD LUCK!

Bert P[redacted]

4/10/02

Thanks and a tip of the Hat to the Viva Vegi Desktop Publishing advisory service

Reed

11/21/95

Dear Pam—

A good issue—I'm glad it's a new start on line for The Viva Vine and not its end. I'm sure you'll reach many new people you wouldn't have been able to reach via your printed newsletter.

I did find some errors—

it's a new start on line

22-09-98

Dear Ms. Rice:

Pls. send 100 copies of "101 Reasons" plus whatever back issues of Viva Vine you have two copies sparable of, plus whatever quantity of the 5/6 '98 VV is reasonable. Please find $60 check enclosed, and send to me c/o PCRM

AR#[redacted]

of "101 Reasons"

Hi Friends,
I'm the Pres. of the Pensacola Vegetarian Society. I'd like permission to use your info. in presentations (appropriately sourced). Also, I've enclosed $2 for references to your 101 Reasons. I'd like (need) it on disk + in hard copy. We will order more copies for annual member renewal gifts.
Thanks. Great job! Good web site! Brian

HEALTHMASTER®
Expert medical care, in the comfort of your home

Congratulations on a great Publication.
Please let me know if I can help in any way (34 years in journalism)
Also, Please find $30 for two subsciptions.
Me → Ed K
5[redacted]ton
Jersey City NJ 07[redacted]
(20[redacted]1)
My friend (who runs a Veggie org in Fla)
Summer B[redacted]t
7[redacted]
Sarasota, Fl. 34241
Best,

Sorry this is late.
I fell on ice & fractured my hip. Rehab going well.
Congrats on your new office!
Have a happy & healthy New Year
Rhoda & Stan

Congrats on your



Rhoda Sa[redacted]
Dr. Stanl[redacted]
62 Sturbridge Ln.
Pittsford, NY 14534[redacted]

Renewal
Check #15

Hi

20. for 50
copies of
"101 Reasons I
am a Vegetarian"



Proud Supporter of The Fund for Animals

Diane Ca[redacted]
255 E E[redacted]rson Rd.
Lexington, MA 0242[redacted]

Thanks

diane.[redacted]verizon.net

Please send
copies of the
Vegetarian guides
to BOTH
NYC and N.J.
Thank you!
Margaret.

Do not want
the name
public

Please send (11)
copies of the 2001
101 reasons ....
TO: Tina Ro[redacted]
[redacted]le Rd
[redacted] New Albany, OH
43054

Thanks

Please forward
Viva Vegie's to guide
for New York City.
2 Thanks!
N.C.S

CRANKY

Pa[illegible]a, [illegible] 50
please s[illegible]
more 101 Reasons
brochures. Thank you!
All best. Patti B.

oud Supporter of The Fund for Animals



Ms. Patti B[illegible]
[illegible]y Ct
Fairfax, CA 94930-1[illegible]

There is a cure for crankiness!
www.WhyIsEveryoneSoCranky.com

Please rush me 5
"101 Reasons why I'm
a Vegetarian"
Ck. # 522 enclosed

Mrs. Julie B[illegible]a
[illegible]n Blvd.
Hamburg, NY 14075-[illegible]

(7[illegible]0 Thank
You

EXTRA-STRENGTH
TYLENOL®
acetaminophen GELCAPS

3/24/97 - Sun.
Enclosed please find $3
to cover the cost of:

- 101 Reasons...
- What's In A Hotdog
- another publication you suggested which I can't remember the subject of

Thanks so much
Stephanie W[illegible]

9/3

Pam -
Please renew my membership/subscription and send "The Viva Vine" (beg. w. Sept./Oct. '94 issue) to a friend -

FRED B[illegible]
2[illegible] ST.
PALO ALTO, CA 94306

(over)

- 101 Reasons...

and send The Viva Vine" (beg.

Thanks for your Amazing work to spread the word!!

P.S. I especially love 'Why Vegan'. If you could send me 10 copies... I'd appreciate it! Thanks, Lisa

This check is for a membership. Please send me your latest edition of "101 Reasons" and any catalog of classroom resources. I am especially interested in videos that address all the issues in "101 Reasons." Julie

I would like eleven copies of your 1998 "101 Reasons" and five copies of your 1996 version. If I've miscalculated the cost - just send me what is appropriate (use address on check) - Thanks! -Em

Hi Pam—

Please mail 30 copies of the GREAT new "101 Reasons" to me: Lewis P[redacted] [redacted] Hoboken, NJ 07030

Thanks! Lewis P[redacted]

I LIKE WHAT YOU'RE DOING! (Per article in Veg Times)

PLEASE SEND A COPY OF "101 REASONS..." !

IS IT OKAY IF I COPY AND DISTRIBUTE TO FRIENDS AND CURIOUS ~~COWORKERS~~ COWORKERS? I WON'T SELL IT, HONEST. thanks

Karen T[redacted]

PLEASE SEND A [illegible]

VII/21

Dear Pamela-

Great talking to you Thursday - Thanks for sending the "101 Reasons" we will use them for Lifestyle Class (See enclosed announcement). Am[redacted]

Great talking to you

Please send me
your flier
"101 Reasons why I'm A Vegetarian"

Thanks!

Please send me
a copy of
101 Reason Why
I'm a Vegetarian
1998 edition

Please send me
your Newest Edition
of 101 Reasons why
I'm a vegetarian

Thanks!

$ 50¢
herewith

Lee Ma
(Mrs. Daniel E. Pickrell)
69 Drive
Lawrenceville, GA 30244

ATLANTA METRO GA 300
PM

Pamela Teisler-
I'm a vegetarian
too! Please send
your flyer & any
suggestions on
how I can promote
a cruelty-free
diet. Thankyou.

ENCLOSED CHECK IS FOR
50 COPIES OF "101 REASONS
WHY I'M A VEGETARIAN"
1998 EDITION
SEND TO

LORY Y
S NSY RD 90E
BUNNELL, FL 32110

VEGETA IS W
I WOULD LIKE
TO OBTAIN FROM
YOUR OFFICE.
I ENCLOSED A
SELF ADDRESSED,
STAMPED ENVELOPE
FOR THAT PURPOSE.
THANK YOU.

I WOULD LIKE A COPY OF
YOUR "101 REASONS WHY I'M A
VEGETARIAN" AS SEEN IN
VEGETARIAN TIMES MAGAZINE.

THANK YOU
Cindy [redacted]




Encl. $1 for
Jensens
101 Reasons...

WERE IN
"PEA" LADY!

"PEA" LADY!

PEAS, BILL US
FOR EACH QUARTER!

HAPPY PEAS,
+
CARROTS !
USE THIS "GREEN"

Hi PA: P.S. WORK
ENCLOSED IS AN
EXAMPLE OF
THINKING OUT OF
THE BOX.
(THE INSIDE OF
THE BOX.

PUBLISHED IN A
VERY "MEAT" ORIENTED
MAGAZINE.

INVEST THE DOLLAR
IN THE TUES. NITE.
BULK

IN THE TUES. NITE.
BULK

Thanks for
mailing list.

Will pick a
winner!

Will pick a

Please send one copy of
101 reasons why I am a
Vegetarian (1998 Version)

To

Thom [redacted]
[redacted] Tree Circle
APT #401
CENTREVILLE, VA 20121

Thanks!

---

Please RUSH 50 copies
of "101 Reasons why..."
(and ~~Keep~~ me on your
mailing list for 1yr.).
Send to:
Teresa [redacted]
c/o [redacted] Tech.
Suite [redacted] 67
Skaneateles, NY 13152
(we are an animal +
environmentally ~~FRIENDLY~~
company!!)
P.S. Extra dollar is for a
copy of "10¢ Reason you previously
sent me.

THANKS!

---

May 2, 1997

Please send me the advertised booklet. Enclosing a $2 check

to Mariane D'Souza - Do[redacted]
P.O. Bo[redacted]8
Point Roberts
Washington, 98281-
2[redacted]

DISTA

Thanks

---

to Mariane D'Souza - Do[redacted]

This algae is quite unique
I'm not sure if you've heard
about it.

It is an excellent source
of natural Vitamin B-12.
so good for vegetarians.

Give me a call or write
if you'd like more articles and
information to back these claims.

Deanna

I would like to
receive your News-
letter please. Also
do you have an addr-
ess for Earth Save?

Thanks + Keep up
the good work!

Marie F[redacted]
[redacted]
Littleton, CO. 80123

Please send me
"101 Reasons"

Thank you + Keep
up the good work.
Please don't pass
my name or put me
on any mailing lists

M. F[redacted]e

1/31/93

Dear Vegie Society,
Enclosed is my
$1.00 in cash for
my copy of "101
Reasons I'm a Veg."
Thank you, Thanks,

Enclosed is my
$1.00 in cash for
my copy of "101

Please send me 2 pamphlets 101 Reasons Why I am a Vegetarian.

Thanks!

Ms. Patty P[redacted]o
[redacted]dge Dr.
Ventura, CA 93003

Patty P[redacted]

←

Yes, I want to belong, again.

I used to but you must have dropped me from your M.L.

Thanks

Please send me a copy of your "[redacted] Reasons I'm a Vegetarian" list. I intend to make copies of it and distribute them to friends and family.

thank you.

$1 cash

would you please send me 3 101 reasons why I'm a vegetarian. I read about your company in Vegetarian Times

Thanks

Stacey B[redacted]
[redacted] Prospect St.
Washington, NJ 07882[redacted]

3/2/00

I would like you to send me two copies of the 1998 ed. - 101 Reasons Why I'm a vegetarian. Thank you very much -

Stephanie [redacted]

Please send me a copy of "101 Reasons...." :)

Thanks for all your work to spread the veggie message!

Davy [redacted]

New York, NY

45-001-118-01A

Dear madame/sir:

Please send me a copy of Pamela Teisler's flyer, "101 Reasons Why I'm a Vegetarian" so I can better explain and promote my own like minded diet to my peers.

Thanx,

Kimberly S. F[redacted]g

Pamela-

I'm not confused. The $10 is a donation from a passionate vegetarian. I don't care about having my name listed!

MasterCard

Gayle

Dear Pamela,

OOps! Sor[redacted] forgot the back, here it is plus another for two more copies.

Thanks, Mark T.

P.S. keep fighting the good fight

Glasnote

1-27-93

2 copies 101 reasons

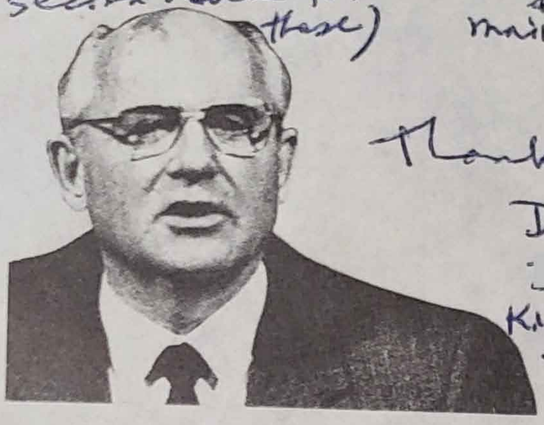
@ .50 ea = 1.00

Viva Vine 5.00

+ mailing 1.3T +

+ 6.00

(This is my second order for these)



Thanks!

D. Y. ive

King of Prussia PA

19406

636472© RPP, Inc.




Dear Pam:

Please forward -

"101 Reasons why I'm a Vegetarian" -

Thank You -

Shelva J. Wi

stressed for success...

P-917 © 1988 3M

Colleen Holland
VegNews

stressed for success...

P-917 © 1988 3M

Colleen Holland
VegNews

hello Pamela!

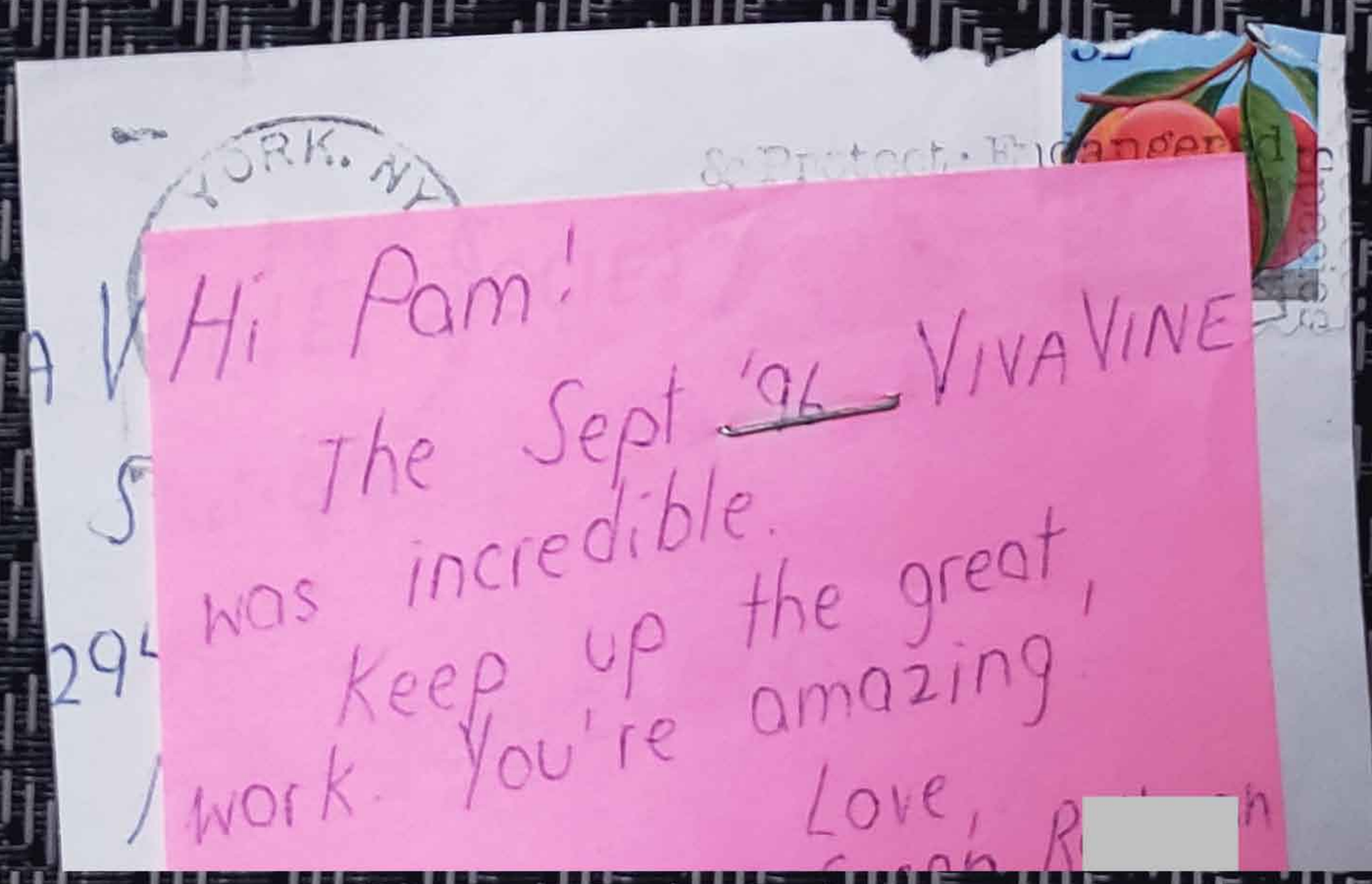
Sorry for the delay in getting this sign to you. You

Th[redacted] for reading
me & thanks
for doing such a
swell job on 101 Reasons
I'm going to order some
latex for my Veg. luncheon
mat.
Alice

Thank[redacted] for
keeping the
Movement
going Pamela!
— Beth

Pamela,
Happy '96
Hope you're well.
I haven't
forgotten you.
Shyam

Pamela
[redacted]
Keep up the
good work and
think
"Vegetarian World
by the year 2000"
Love
Susie



4/20/96

Pamela-

Your new "101 Reasons..." looks great.

Please pass this article on to others who might appreciate it -

Best wishes, Richard

2nd

6/10/98

Hi Pamela,

Please send 100 more copies of "101 Reasons...". I gave out a whole batch at an "Anti Dairy Coalition" Press Conference yesterday - Best wishes & regards, Richard

Mail
epreneur

DEC - 1'93

490 PM 12/01/93

Please send a copy of

ciety
tion

Please send a copy of
Tessler's "101 Reasons..."

10012

Pam - It was nice

Pam - It was nice
talking to you as
useful. Any plug for
the book (+ how to get

Ms. Beth F[redacted]
[redacted] Ln. Apt. 5A
Oyster Bay, NY 11771

#25

2011 Parade

Viva

P.O

Coo

New

1027641447