

Book B (tall)



THE EPHEMERA PROJECT: THE EARLY YEARS

BOOK # 8 /20.

VivaVeggie 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

VivaVeggie 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 VivaVeggie 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 VivaVeggie 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 inspiration. NOTE: This one booklet is but a tiny part of the full collection. And, the entire bound collection is but a small amount of what, in fact, once existed.

Linda Mason

[Redacted]

Ave

222

11/93

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

Enclosed is
\$1 and a

SASE

Thank
you!



[Redacted]

[Redacted]

Pam,

Hi how are you. I hope all is good in your life?

1. Question

How much is too much Protien per Day.

I work for shoprite one of the things I really dont like about my job is meats. Sometimes the meat packages are runny, Bloody wet. Yek. So I medeately put them in a plastic Bag so I dont have to touch

forget I touch
finger to my tongue
to get another
plastic Bag, I so
it goes on & on.

I recently discovered
couscous. it is wonderful
& easy to make. I

am a Bad Veggie.

I used to only eat

2 slices of Pizza &

a salad for the day.

now I use couscous -

Rice & Beans, and

old standby Peanut

Butter. & Mellie's Sweet

Success.
all is good.

Sincerely
N

Hello Pamela + friends

Keep up the great
work - we're doing
every thing we can out
here to spread the
vegan word!!

See ya

Andre

please send us 100 copies of

"101 reasons..." we are
currently members of ~~VNS~~

I'll tack on \$3 for postage
send to:

SECOND NATURE

6 [REDACTED] ST

RED BANK, NJ

07701

fern

CHRISTIAN VEGETARIAN ASSOCIATION

ster



PAMELA TEISLER RICE
THE VIVA VEGIE SOCIETY
PRINCE STREET STATION
PO BOX 294
NEW YORK NY 10012

POTPOURRI

BY AMY ROSENBAUM CLARK

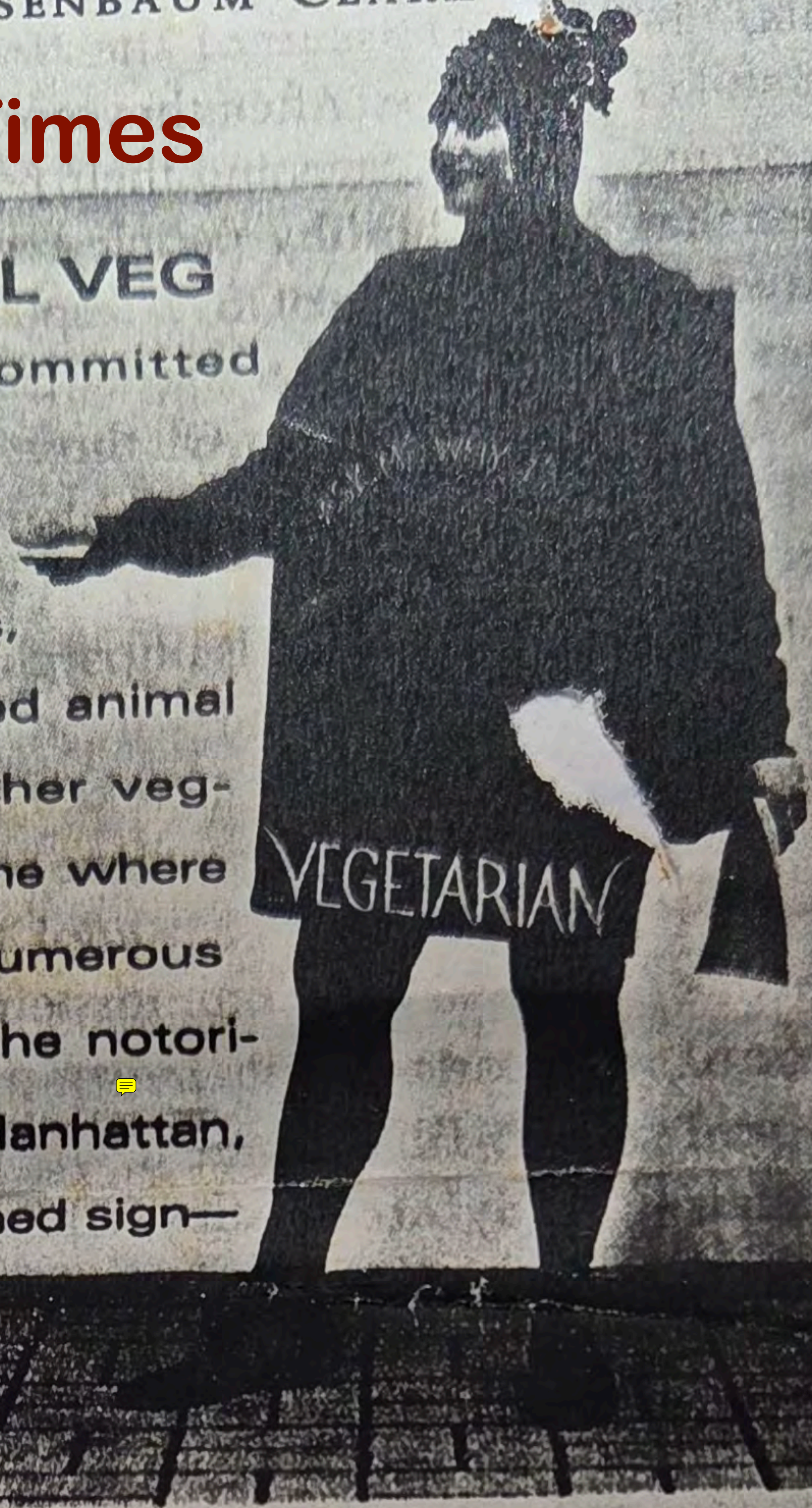
Vegetarian Times

A VERY VOCAL VEG

Although many committed vegetarians talk about taking their cause to the streets,

Pam Teisler, a dedicated animal rights advocate, puts her vegetable-festooned costume where her beliefs are. From numerous vegetarian festivals to the notoriously blasé streets of Manhattan, Teisler's boldly emblazoned sign—

"Ask Me Why I'm A Vegetarian"—continues to pique people's interest.



Pam Teisler spreads the word.

But Teisler doesn't just talk to passers-by—although she does plenty of that, too, often drawing large crowds with statements like "Real Men are Vegetarians!" She also hands out her now-famous "101 Reasons Why I'm a Vegetarian." This four-page pamphlet—a distillation of animal rights, environmental and health-oriented reasons for becoming a vegetarian—has found its way into many hands worldwide, which is exactly what Teisler wants.

Teisler, who is also head of the Viva Veggie Society and editor of its newsletter, "The Viva Vine," developed her list in the hopes that others would have the same awakening to vegetarianism and animal rights that she did at a North American Vegetarian Society conference four years ago. "All of a sudden there was all this information," she says, "and I knew I could not be silent."

Hoping to serve as a beacon to those who are questioning, considering or just curious about vegetarianism, Teisler uses her costume as a light-hearted way to draw people in. Most pedestrians are intrigued; many have written Teisler later to tell her they switched to



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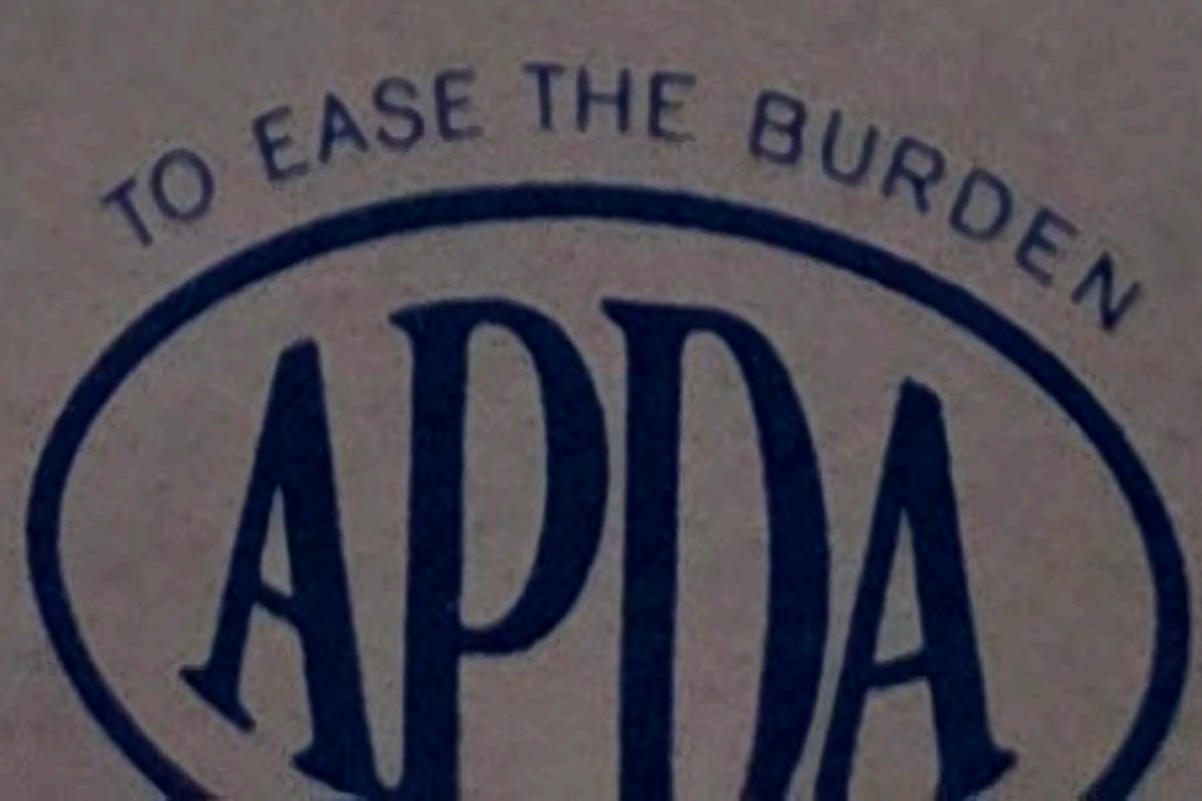
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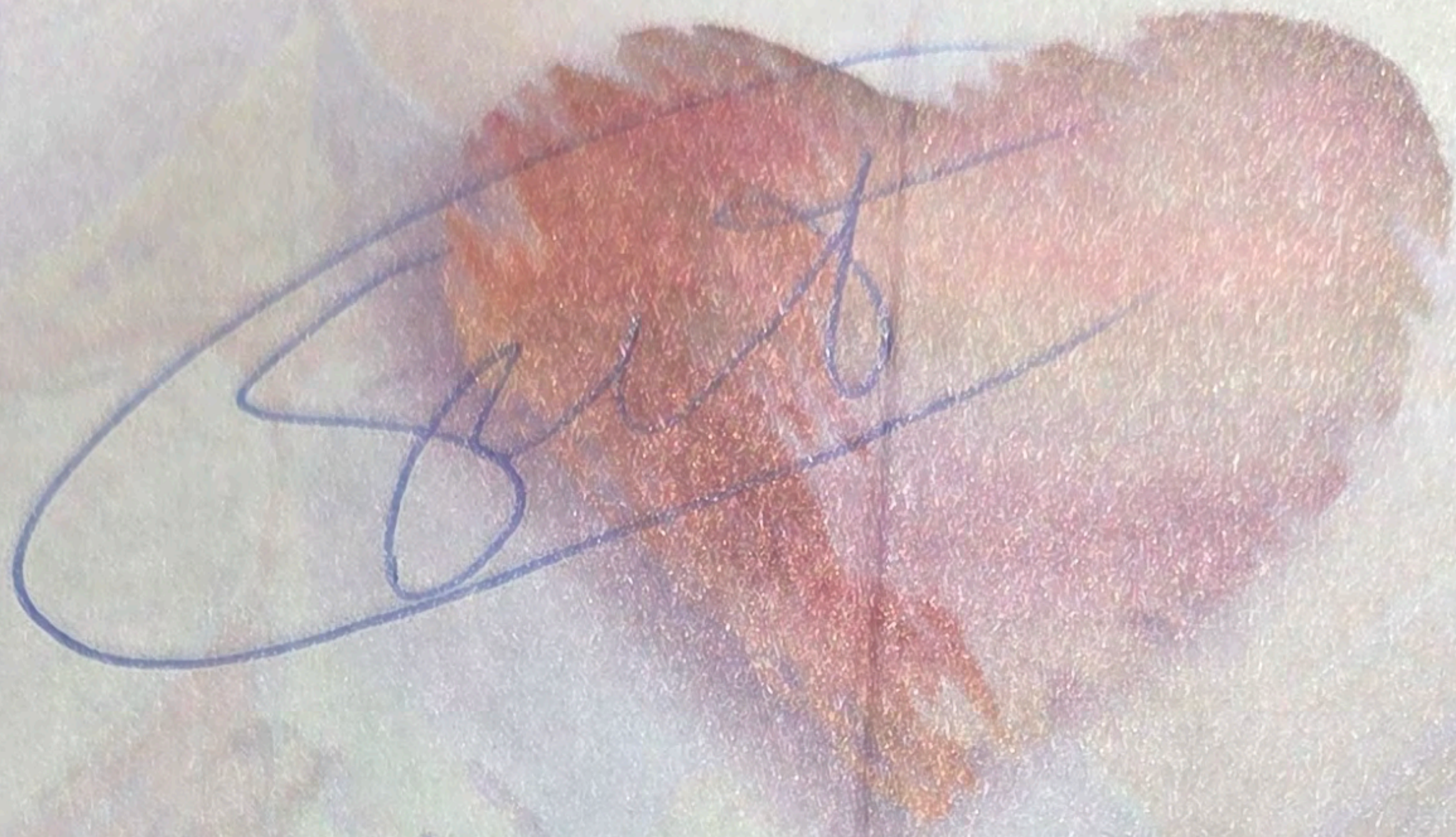
A note from...



PLEASE MAIL
ME YOUR

"EASY GUIDE
TO VEGANISM."





4/24/04

please send the vegetarian
guide to NYC.

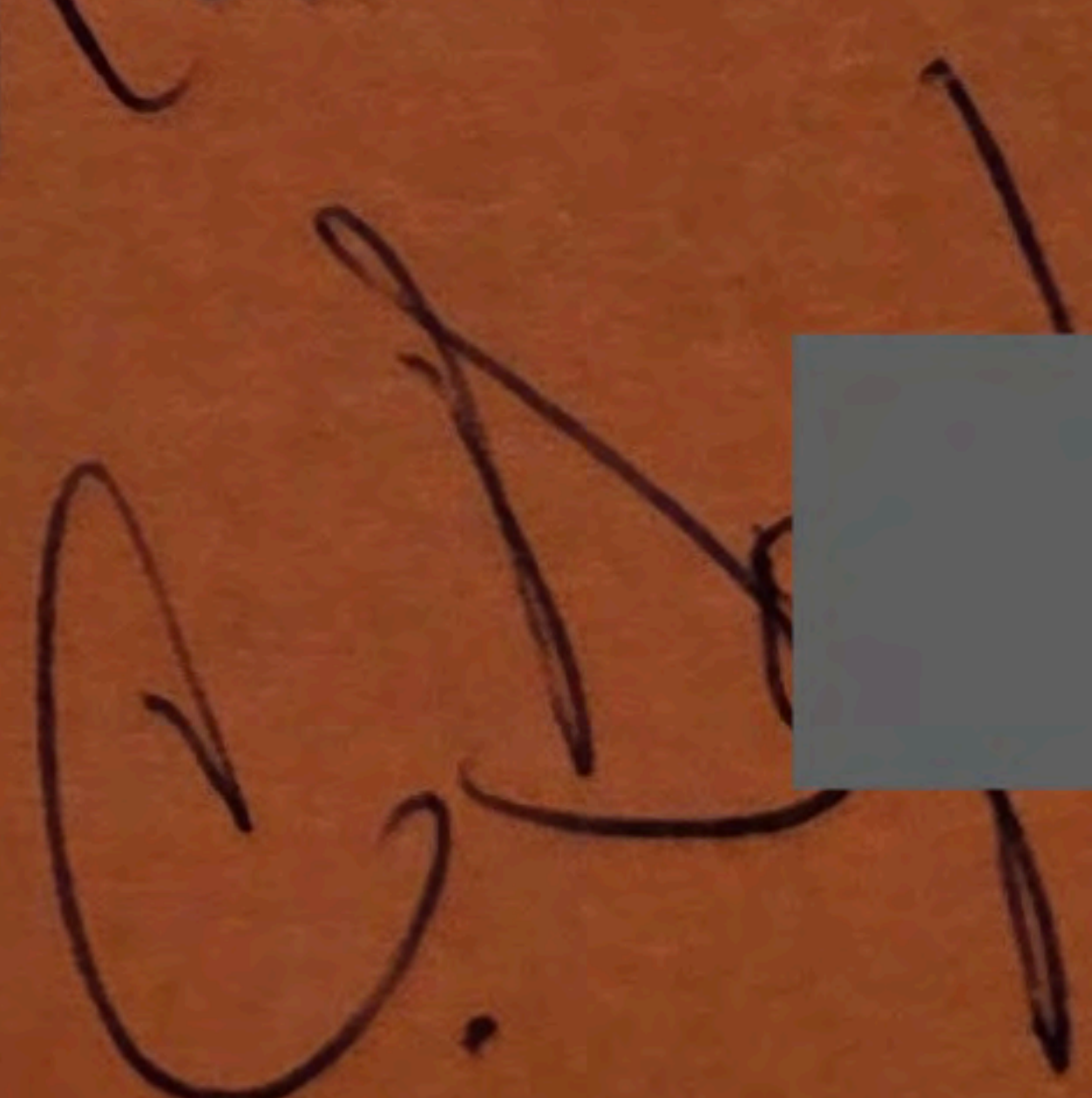
stamped, self
addressed envelope
is enclosed —

thank you

Anne P [redacted] ck
[redacted] ng Ave
West Pittston PA 18643

Please send 50 copies
of 101 reasons I want
to pass them out to
everyone I know —
and I think every
vegetarian should do the
same!

Thanks!





Christine D. [redacted]
65 [redacted] t Ave.
Lincoln City, OR 97367

Viva Veggie -

I enclosed AN
EXTRA \$5 to send
that out ASAP. I
Need the fliers for
AN ART SHOW THAT
I'm cooking for.

The Show is on the
18th OF JANUARY so

I need them by
then. I will soon be
A member but it is
Not in my budget

Right Now

THANK YOU VERY
MUCH

LOTTA



Hill Park, 218th S

E A T U R I

Korean, Arabic, Spanish, Classic

ational Music

ATIONAL FOLK DANCING

THEATER AND SINGING GROUP

POETRY READINGS

MARTIAL A

ITIES -- Dancing and singing contes

-legged, Garbage Pick-up Races,

Boys, Satan & Adam, Wayne Religious Group, Vo
rs; **DANCE THEATER:** Survival Theater,

Hi!

4/24/94

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

Thank you!

CRAIG CL. [REDACTED]

Z. [REDACTED] ENN

SALEM, OR 97304

Become a card-carrying member
of the VivaVeggie 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 VivaVeggie Society and receive: a membership card, one copy of "101 Reasons Why I'm a Vegetarian" and four 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 VivaVeggie Society

Please send me 500 (copy / copies) of
"101 Reasons Why I'm a Vegetarian."

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

Add'l copies: 50¢ each • 50 copies: \$20 • 100 copies: \$35

Special rates for international orders: Go to: www.vivavegie.org.

Name: Tranchia

Address: 12 Park Avenue

City: New York State: NY Zip: 10016

Phone: (212) [REDACTED] 1 Date: 4.1.04

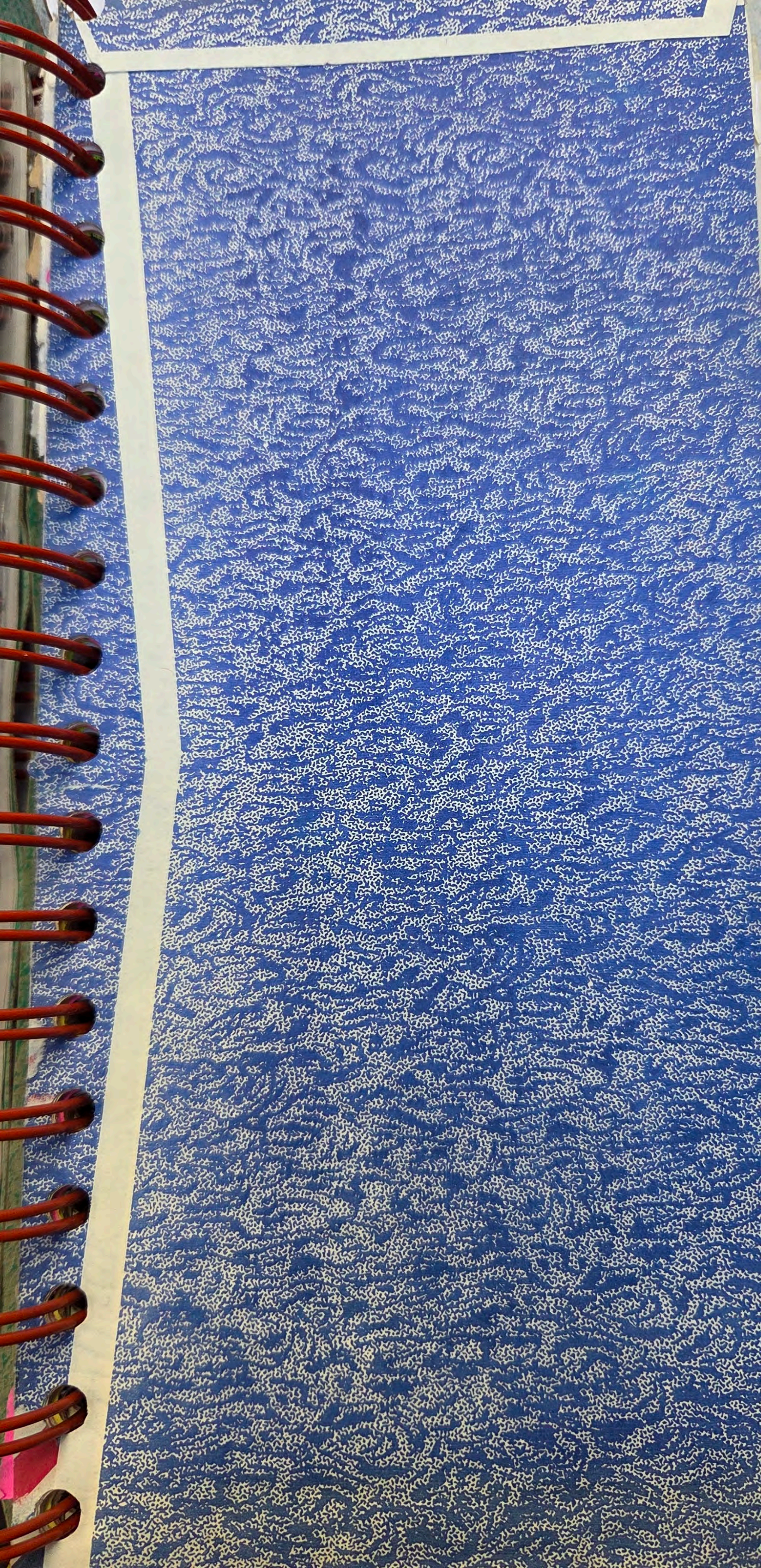
Herewith, also, is a tax-deductible donation to the
VivaVeggie Society, Inc. for \$ 125.00. Total enclosed: \$ 300.00.

Dear Pamela, 4/1/04

Please send me 500
copies of 101 Reasons
to Tranchia.

Good Luck in
reopening the VivaVeggie
Center and on your
book.

Best Regards
Terri C [REDACTED]





We're wired. The center is equipped with two Macintosh computers, one printer, one scanner and one writable CD-Rom drive. It has two phone lines—one designated for the fax. The center is also hooked up to the Internet for surfing the Web, sending and receiving E-mail and uploading to the VivaVegie Web site.

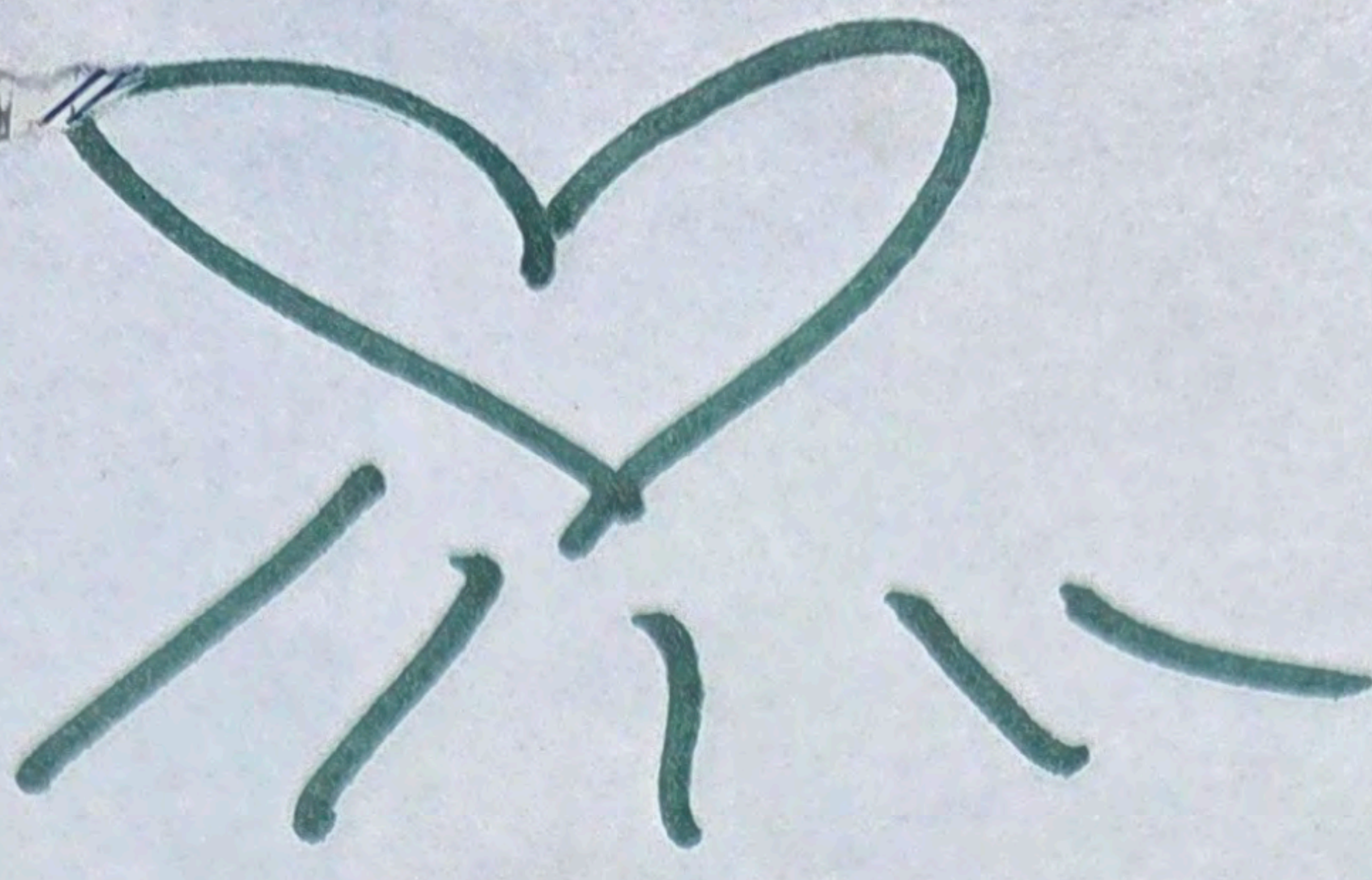
The Veggie Center is your advocate!

Today vegetarians have a place to call home—a facility that is there strictly on our behalf.

In the long run, the center will grow into whatever the vegetarian community of New York City decides it should be. VivaVegie has laid a foundation. The challenge for us as a community is to come together and build this center into a place vegetarians can be proud of, one that represents a large, active and influential constituency.

Donations to be TRIPLED!

Apart from the initial contribution, which allowed the center to come into existence, a separate donor has offered a generous matching-funds grant.* Donations—totaling up to \$5,000—that are received before December 31, 2000, will be tripled. At the end of the year, we will tally up the contributions and receive a vital replenishment to our operating funds.



Thank you VIVA VEGGIE
for all your hard
work - We love
you!

100 MORE
PLEASE!

LOVE,

Betsy + Bonny
for [redacted] [redacted]



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* Matching grant does not apply to foundations.

Please send
\$5 worth of

101 Reasons
Why I am a

Vegetarian

To

CCAR

PO Box

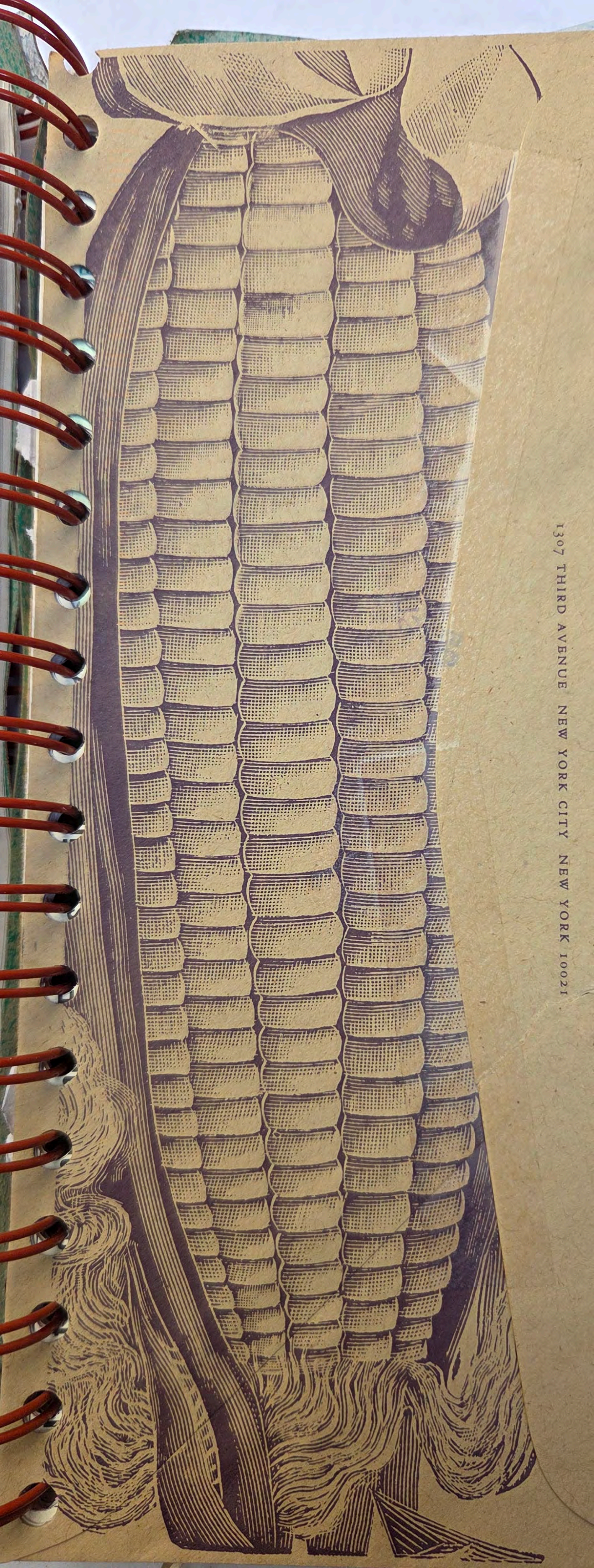
[REDACTED]

Flushing, NY

11372

Thank ☺

1307 THIRD AVENUE NEW YORK CITY NEW YORK 10021



Triveni
P. [redacted]

718 [redacted] 34

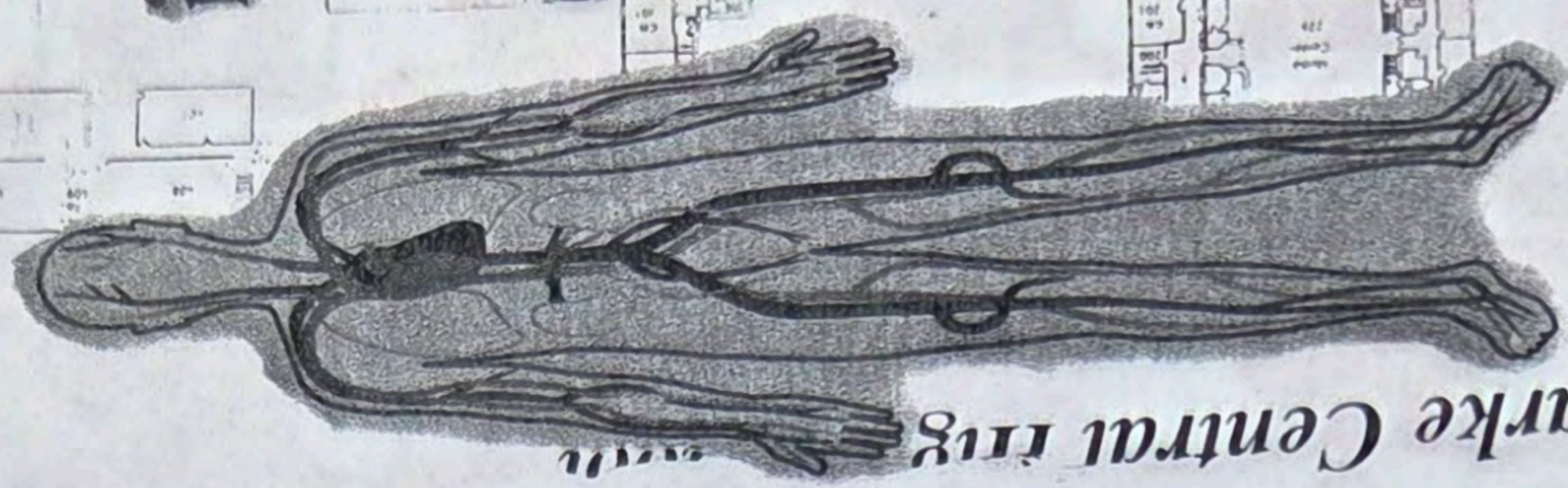
[redacted] @
concentric.net
Well being Mag

Kristen C. [redacted]
Ashland NE
Grand Rapids MI
49505

6 [redacted] 774-

1 2 5
★

Clarke Central Inc



in every part of you there is BLOOD

vivaveggie. my roommate and i are both, by luck of the draw, advocates of animal rights. he being ovo-vegetarian and myself being vegan, we often share with each other information regarding such an important issue. recently he came home with a wonderful and concise pamphlet "101 Reasons Why I'm a Vegetarian." i flipped through it and found it to be a valuable resource, not only to strengthen my passion for the welfare of all living creatures, but as an aid in spreading such concern. soon after seeing the pamphlet laying about our room i met an individual expressing interest in veganism. though not vegan herself, she was well-informed (one might ask how anyone well-informed could NOT be vegan, perhaps she needs only a nudge in the right direction to get her going on her way to animal rights activism). in any case, i would love to get some copies of your pamphlet as soon as possible to pass along to this individual and others who may or may not be aware of the horrors of the omnivore-style. i'd like to order both the 1996 and the 1998 version. specifically, three copies of the 98 version and three copies of the 96. thank you very much for your fine work in this area. best of luck to you and the common cause.

phoenix new house
715 new house / athens, ga / 30609
thsb...ol.com



2001
FEB 16
3:00 PM
NORTH
TR

001382

Please

Send to:

Birmingham Yoga

555 S. Old

Woodward

Birmingham, MI

48009

Sam



9/30/03

Hi - Please find enclosed

my check # 3396 for

100 copies of "101 Reasons Why I'm

Vegetarian" and the balance

is a tax deductible donation

towards the Viva Vegie Society

GENE ES

Box 8

PORT READING, NJ 07064-0340

geneoffire@aol.com

140⁰⁰

60⁰⁰

200⁰⁰

Thank you so much!

Gene

Constant was agent of the Daw Aung San Suu Kyi, Peace Prize winner has call

101 Reasons Why I'm a Vegetarian

Written in succinct, hard-hitting paragraphs – great for today's short attention spans!

Powerful information on environmental, health, ethical, and economic problems created by the meat and fishing industries.

This 16-page booklet has convinced many people to consider the vegetarian way of life.

145,000 copies are in circulation. Many have been distributed to pedestrians one by one on the streets of New York City at major events such as the Easter Parade, Earth Day, the Great American Meat-out, and Macy's Thanksgiving Day Parade. Most are purchased by vegetarian advocates.


Order from:

**Viva Vegie Society
PO Box 294,
Prince Street Station,
New York, NY 10012-0005.
www.vivavegie.org**

Single copy: \$2.

Additional copies

Eve F [redacted] 1
[redacted] S.
Massillon, OH 44646



12/17/02

Hi Pam,

Sorry I'm a little late in reporting my visit to The Veggie Heaven in Parsippany, N.J.

which turned ^{out} to be a popular typical modern Chinese restaurant

Despite the pressure of the large crowd the staff were very pleasant and helpful.

I have included their takeout menu. As you can see it features a lot of "mock meat" dishes without meat. I was able to get an oil free vegetarian dish.

As far as I can tell the people having their meals at nearby tables seemed pleased with their dishes.

Happy Holidays!

Bill B. [REDACTED]

Daw Aung San Suu Kyi, the
Peace Prize winner, has called on
Burmese people to engage in a non-

NYT 9/9/96

Attack Junk Food

To the Editor:

A Sept. 5 news article says fewer than 25 percent of Americans eat a healthy diet. We have raised a generation (or two) of obese, at-risk adults.

You also report that McDonald's spends \$800 million a year on advertising. Doesn't anyone see the connection? Perhaps President Clinton and his advisers should be attacking junk food instead of cigarettes. Only part of the population smokes, but everyone eats.

ELEANOR B. FERRAR
New York, Sept. 5, 1996

Laud Limits on New York Bu

To the Editor:

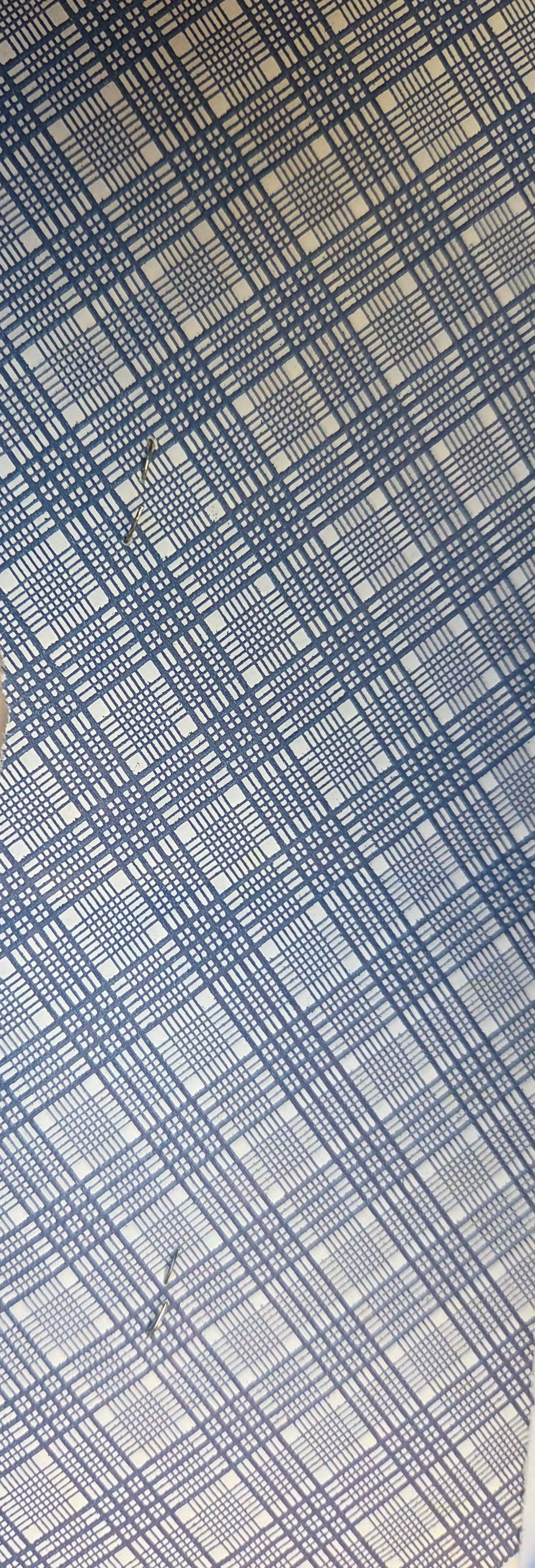
Thank you, Mayor Rudolph W. Giuliani, for turning your attention to New York City's business improvement district programs (news article, Sept. 5). I am perplexed by the lack of city control over tax assessment monies given to the districts.

The business improvement district for Madison Avenue, which personally concerns me as an art gallery owner, is an oxymoron.

Madison Avenue does not have

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DEAN & DELUCA
CORPORATE
CATERING
MENU

JAVA Jerry W [redacted]
[redacted] Rd
Bryn Mawr Pa
19010

Philadelphia Art Alliance
251 South 18th Street
Philadelphia, PA

215-893-1457
fax 215-893-1460

1601 Market Street
Philadelphia, PA

215-563-7755
fax 215-563-9324

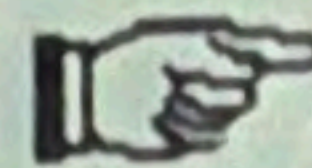
VEGETARIAN

STREET ADVOCATES

*introducing the vegetarian
way of life in creative ways*

The VivaVine
will live on
but will take
two issues off.
Renew now to
receive the
Jan./Feb. '96 issue.

see inside for more
information ...



THE VIVA VEGIE SOCIETY

DONATE YOUR SKILLS/RESOURCES TO THE VIVA
HELP FACILITATE THE OPENING OF THE
FIND OUT ABOUT INTERNSHIPS WITH TH

Become a card carrying me

You know the issues associated with a meat-c
of *101 Reasons Why I'm a Vegetarian* on hand. Ye
nudge of enlightenment. You don't just keep the

So ... why not ... indul

Become a member of The VivaVeggie Society

101 Reasons Why I'm a Vegetarian, and

Due to special projects taking place in the Spring
within the year of 1996: (Jan./Feb., Sept./Oct, and i
and receive an additional 6th issue (including

Membership is \$10

(Yes, I) (No, I don't) want to become

Please send me _____ (copy / copies) of the

My first copy is \$1 with a _____ se

• Add'l copies are 50¢ each • 50¢

(All copies after

Date: 2-1-96 Name: Darrell Sw

City: Shawnee State: OK Zip: 7480

I consider myself a vegetarian advocate?

Herewith, also, is a donation to The VivaVeggie Society

Checks paya

The NEW VivaVeggie Society Internet

address on the World Wide Web:

<http://www.earthbase>



Mary Q [redacted] la

[redacted] y Road

Jacksonville, FL 32210

Phone/Fax (9 [redacted] 0

email: en [redacted] m

February 7, 1997
VivaVeggie Society
Prince Street Station
D. Box 294
NY, NY 10012

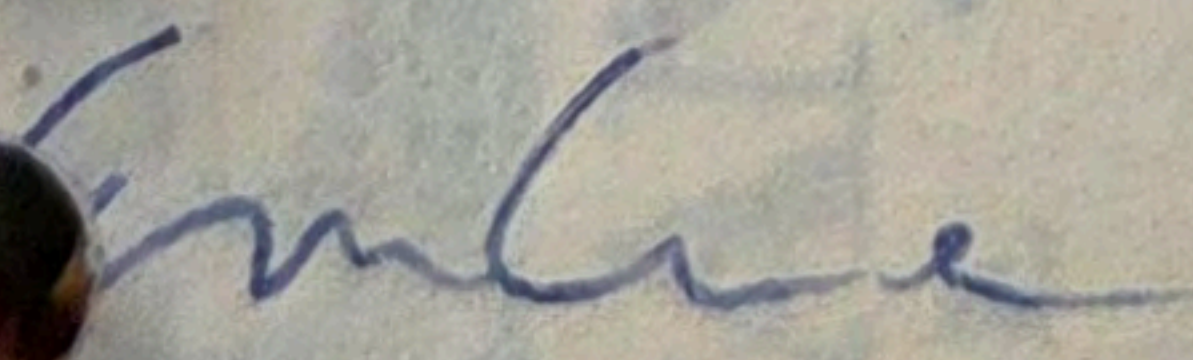
Dear VivaVeggie Society:

Please send me 50 copies of your publication:

"101 reasons why I am a vegetarian".

I have enclosed \$20.

Thank you.


Mary Q [redacted] da

5-1-96

Please

send me

any info

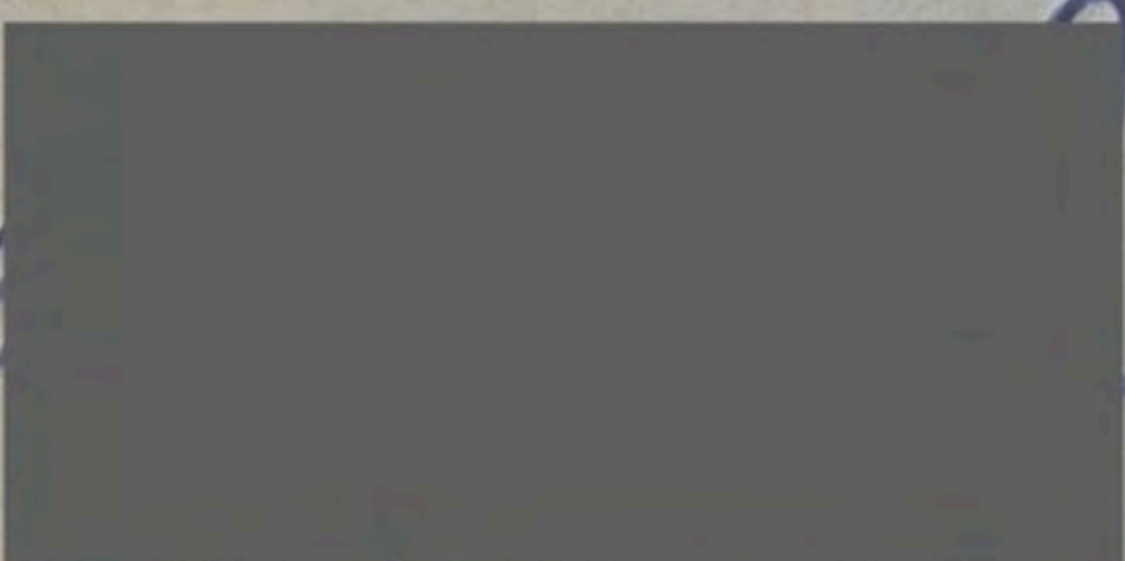
re: "Being A

Vegetarian"

schedule

of events

Thanks,

Suzanne


America's First Humane Society Celebrates 125 Years



ASPCA

The American Society for the Prevention of Cruelty to Animals

Viva Veggie Society
234 Mulberry St. #
New York, NY 10010

1993



Mail Order customer:

3/10

Receive additional copies of

“101 Reasons Why I’m a Vegetarian”

in check-book

(Please, do not make your own copies)

- \$1.00 for the first copy
- 50¢ each (up to 50 copies), for add'l copies
- \$ 20. for 50 copies
- \$ 35. for 100 copies**

Provide a *business size* self addressed stamped envelope for one-copy orders only
 All other quantities come postage paid

Mrs. Laura May
 2001 W. 18th Street
 Olathe, KS 66061-14

And, for an additional \$5, you will be put on **The VivaVegie Society** mailing list for one year. Receive **The VivaVine.**

Also, do you know of a health food store, book store, vegetarian restaurant or office of a health practitioner where “101 Reasons Why I’m a Vegetarian” should be available? Send a name and contact person along with the address to The VivaVegie Society. *EMERALD*

FOREST

All correspondence to:

The VivaVegie Society
Prince Street Station
P.O. Box 294
New York, NY 10012

60.50

Checks payable to: The VivaVegie Society

