

# The First Veggie Pride Parade in America

May 18, 2008



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## First Veggie Pride Parade in America

May 18, 2008 • Greenwich Village

+ RALLY/EXPO IN WASHINGTON SQ. PARK

New York City

### P R O G R A M

#### 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**

1:00 p.m. **Parade culminates** at rally/expo point, the eastern end (sector) of Washington Square Park



#### Rally/Expo in Washington Square Park

PROGRAM SUBJECT TO CHANGE

1:00 p.m. The **Cheryl Hill Band** plays its incomparable rockin' good music for parade participants now entering the park

2:00 p.m. **Pamela Rice**, parade organizer: Presentation of awards for best-costume contest and best sign-board slogan contest

2:40 p.m. **Karen Davis**, Ph.D., president, United Poultry Concerns: The Hidden Suffering of Birds in the Poultry & Egg Industries and What We Can All Do About It

3:00 p.m. **Odette J. Wilkens**, Esq., Equal Justice Alliance: The Animal Enterprise Terrorism Act (AETA), a primer

3:05 p.m. **Yetta Kurland**, city-council candidate (3rd District, Manhattan) and vegan: Speaks to the crowd

3:13 p.m. To be announced

3:30 p.m. The **Cheryl Hill Band**, 2nd set

4:20 p.m. Wedding: **Chris P. Carrot** (PeTA) and **Penelo Pea Pod** (VivaVeggie Society): Firebrand **Dave Warwak**, the middle-school teacher who stood up for veganism in his Midwestern town, conducts the ceremony



# First Veggie Pride Parade in America: Coming together with one voice, one expression of sanity and compassion

There probably isn't a vegetarian alive who has not heard a meat eater say to him or her at least once, "Wouldn't you really like to have a big, juicy steak right now?" and always in a lascivious tone. The usual reply: "Get lost." But beyond such protestations, vegetarians have had little recourse.

Enter, the First Veggie Pride Parade in America, Greenwich Village, New York City, May 18, 2008. And for vegetarians the day's festivities just might end up giving their meatless way of living a long-needed boost.

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 represent themselves with banners and chants.

One may be an animal-rights activist, another, an environmentalist, another, a person simply concerned with his or her health. But on May 18, 2008, all will come together with one voice, one expression of veggie pride.

The procession will begin at 12 Noon in the Old Meat District (where

9th Ave., Gansevoort St., Greenwich St., and Little West 12th St. intersect). It will culminate in Washington Square Park (eastern end), where a festival of rock music (the Cheryl Hill Band), speakers, and exhibitors will take place.

At 2 p.m. the winners of a costume and poster-slogan contest in various categories will be announced on stage.

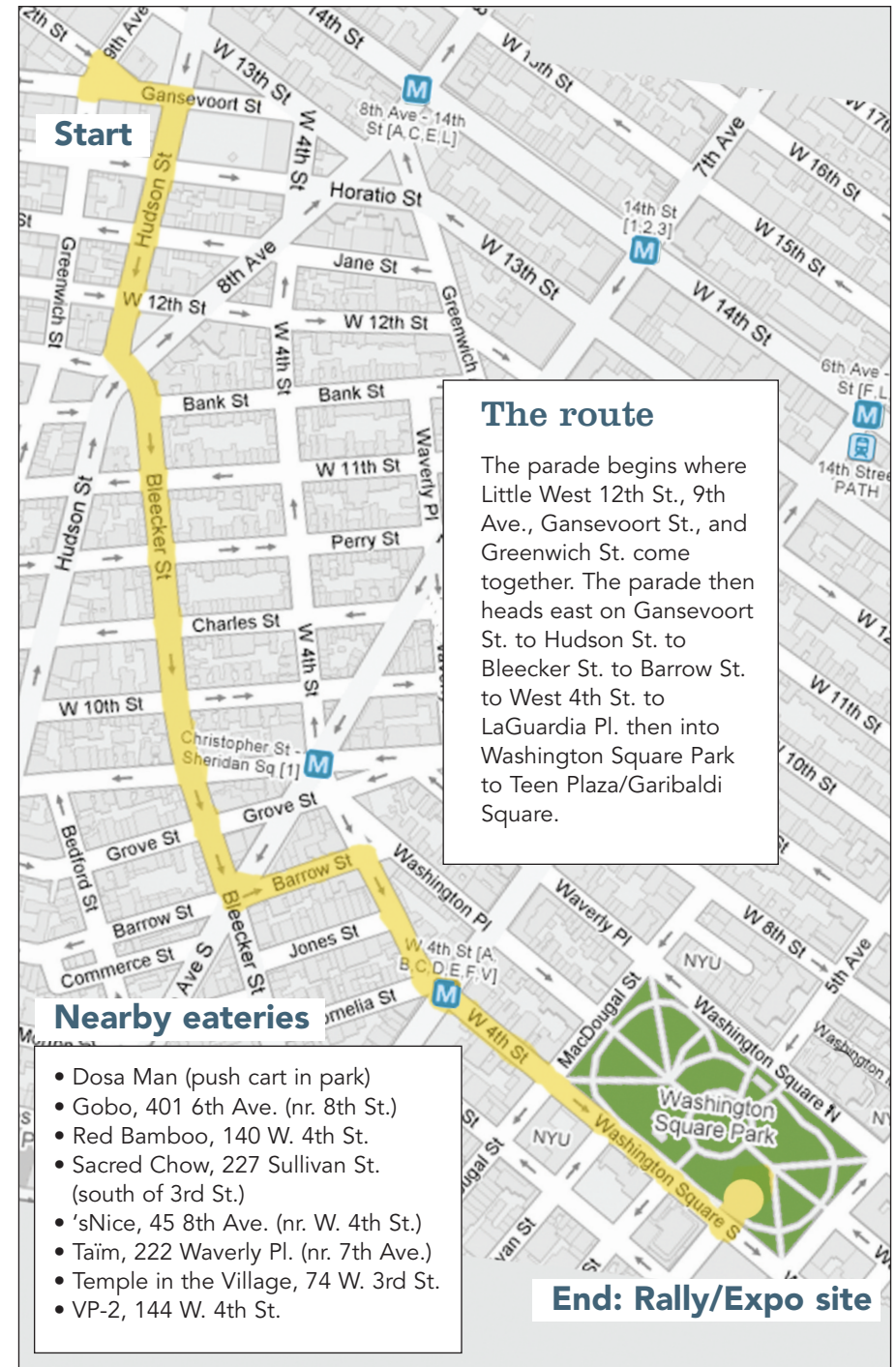
At 4:15 p.m., a 7-foot-tall human pea pod (Penelo Pea Pod) will marry PeTA's Chris P. Carrot.

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. I'm hoping," Ms. Rice said, "that at this event people will be amazed to see all the culture that vegetarians have been creating in recent years."

The U.S.-based parade was inspired by, but is not affiliated with, the Veggie Pride Parade in Paris. The Parisian parade was the first of its kind ever to take place in the world and has been going on annually since 2001.



[veggieprideparade.org](http://veggieprideparade.org)







**The Cheryl Hill Band** makes a tour stop at the Veggie Pride Parade, and all of NYC better get ready! We'll be hearing the rawkin' good sounds from their new "Let Love In" EP. Cheryl is one hot guitar player, but New Yorkers may also remember her as the wise woman of Vegan Wellness TV. [www.cherylhill.com](http://www.cherylhill.com)



**Karen Davis, Ph.D.** is president and founder of United Poultry Concerns. She is the founding editor of UPC's quarterly magazine *Poultry Press* and the author of numerous books including *Prisoned Chickens*, *Poisoned Eggs*. Ms. Davis maintains a sanctuary for rescued poultry birds in Virginia. She is an inductee to the U.S. Animal Rights Hall of Fame. [www.upc-online.org/karenbio.htm](http://www.upc-online.org/karenbio.htm)



**Odette J. Wilkens, Esq.** is executive director of the Equal Justice Alliance, which is dedicated to the repeal of the Animal Enterprise Terrorism Act (AETA). She is a member of the Animal Law Committee of the ABA and other distinguished posts. Under her guidance, EJA persuaded the Lewis & Clark Law School to focus its moot court competition on AETA. [www.EqualJusticeAlliance.org](http://www.EqualJusticeAlliance.org)



**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, poet, humanitarian, artist, musician, and writer. Formerly a tenured middle school art teacher, he became an animal rights activist after he was notoriously fired for teaching kindness, i.e.: veganism, to his students. Warwak's mission has since been to tell children the truth about our world. Watch for his forthcoming book, *Peep Show for Children Only*.



**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 VivaVeggie Society, the parade's sponsoring group. She is also the erstwhile publisher of *The VivaVine: The Vegetarian Issues Magazine*. [www.vivavegie.org](http://www.vivavegie.org)



**John Phillips** is the executive director of the League of Humane Voters, NYC. He will introduce Yetta Kurland and any public officials who speak at the event.

**The program is subject to change.**

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## • VivaVeggie Society: HOME OF 101 Reasons Why I'm a Vegetarian, BY PAMELA RICE. Bulk orders:

\$3/1 copy, \$20/50 copies, \$35/100 copies. Postage paid, checks to: VivaVeggie Society, P.O. Box 294, Prince St. Station, New York, NY 10012. PayPal orders: [www.vivaveggie.org](http://www.vivaveggie.org) • VivaVeggie

Society: HOME OF THE Vegetarian Center, NYC, 212-242-0011

• VivaVeggie Society: HOME OF THE Veggie Pride Parade, NEW YORK CITY: [www.veggieprideparade.org](http://www.veggieprideparade.org)

## 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!

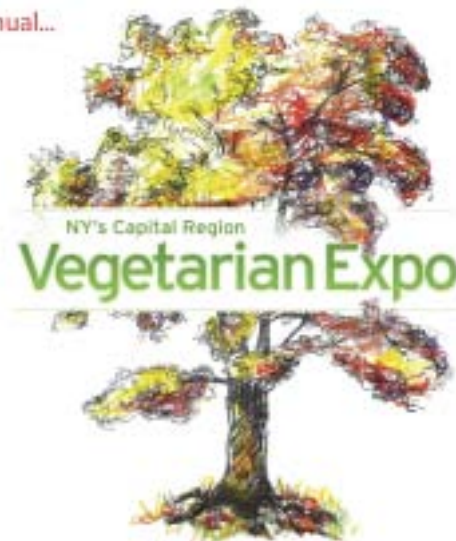
Get hip. Go veg.

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.  
Change it all with fork  
and knife.

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# The Roots of American Vegetarianism

By Rynn Berry

## Early American Vegetarianism

For three years, during his late adolescence, founding father Benjamin Franklin embraced the Pythagorean (term for vegetarian before 1847) system. In his *Autobiography* (1791), Franklin makes it plain that his reasons for adopting a fleshless diet were chiefly pecuniary. By not eating flesh, he found that he could cut his food expenses in half, enabling him to buy more books for his library.

In 1817 America's first Pythagorean minister arrived by boat from England. The Reverend William Metcalfe penned a pamphlet called *On Abstinence from the Flesh of Animals* (echoing Porphyry) that won to the cause two converts who would play an important role in launching the vegetarian movement in America.

His first convert was America's first vegetarian physician, Dr. William A. Alcott, cousin to the transcendentalist philosopher and teacher Bronson Alcott. Father of the novelist Louisa May Alcott, Bronson founded the first ethical vegetarian commune in America, Fruitlands, near Harvard, Massachusetts, in 1843. It was financed by Alcott's neighbor, Ralph Waldo Emerson, another transcendentalist. Metcalfe's other illustrious convert was himself a Protestant minister and no mean pulpit orator, the Reverend Sylvester Graham, who gave his name to the eponymous Graham cracker.

Sometime in the early 1840s in England, the term vegetarian was coined. No one knows exactly when or

by whom. The story that it was first coined by a vegetarian classical scholar from the Latin word *vegetus* is apparently apocryphal. What is historically attested is that on September 29, 1847, at a water-cure clinic in Ramsgate, the first vegetarian society was formed. The outmoded term "Pythagorean" was officially replaced by the neologism "vegetarian."

In 1850, three years after the Vegetarian Society in England began to call their diet "vegetarian," Graham, Metcalfe, William Alcott, and Dr. Russell Trall founded America's first secular vegetarian society, the American Vegetarian Society, at Clinton Hall in New York City. Now defunct, the society continued to hold meetings until 1922.

## Cornflake Crusaders

Through Ellen White, founder of the Seventh-Day Adventists, the early Adventists became acquainted with the latest in health-care procedures. Sister White, as she was affectionately called by her followers, saw in one of her visions that God had fashioned the human body as his temple, so that any abuse of the body was a violation of God himself. Alcohol, tobacco, and meat were detrimental to the body, so she roundly denounced them and declared them to be proscribed foods. Eventually, through her prophecies and teachings, the Seventh-Day Adventists became strong advocates of a vegetarian diet.

Sister White's protégé, was Dr. John Harvey Kellogg. In the kitchen of his wife,



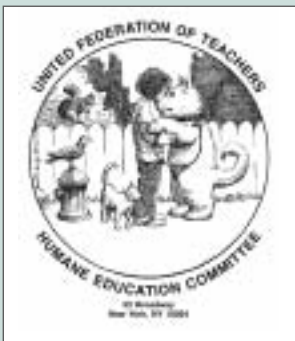
Pythagoras

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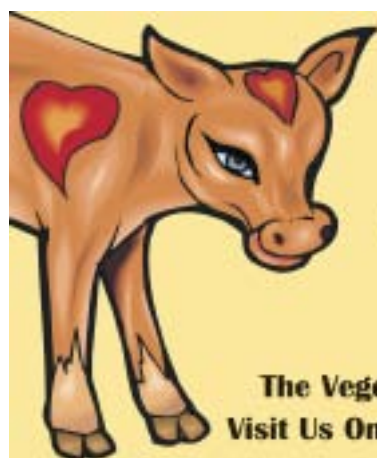
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Year's Parade!**

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**ROOTS, cont.**

Ella, Kellogg and his brother, Will, discovered the cereal-flaking process that yielded Granose Flakes, the precursor of cornflakes—those golden flakes that gave rise to the modern breakfast cereal industry and the uniquely American practice of eating cold cereal for breakfast. America's greatest food inventor, Kellogg also devised an array of other food products that helped many Americans effect a smooth transition to a vegetarian diet. Among these foods were America's first meat analogues. Kellogg, in fact, claimed to be the inventor of peanut butter.

Whether or not he actually concocted this goober paté is still a matter for conjecture, but there is no doubt that he was instrumental in its adoption as a vegetarian food all over the country.

**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**, Rynn is the author of **The Vegan Guide to New York City**, where he lives.



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At press time, the following companies made donations to the Veggie Pride Parade to be used as prizes for the best-costume contest and best sign-board slogan contest.

- **Candle Cafe**, dinner for two
- **Counter**, dinner for two
- **Curly's**, \$50 in gift coupons
- **Franchia**, \$100 gift certificate
- **Gobo**, \$100 gift certificate
- **Hangawi**, \$150 gift certificate
- **Matt and Nat**, designer vegan hand bag
- **NeuAura Footwear**, a pair of designer cruelty-free shoes
- **Sacred Chow**, selected dinner options for two
- **VegNews**: gift pack, including their signature oversized tote bag, 6 jumbo vegan cookies, and a one-year subscription to the magazine

Links to companies' Web sites: [www.veggieprideparade.org/dept/contests.htm](http://www.veggieprideparade.org/dept/contests.htm)

**Emanuel Goldman**

*The Vegetarian Cinophile*



**Naomi Weinshenker, M.D.**

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### Two Locations

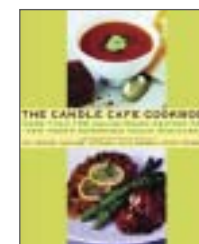
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## **Goals**

*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**

## **Special Thanks**

This parade could not have happened without the generosity of **NALITH**. Also, thank you Joe Connelly and Colleen Holland of **Veg-News** for your special outpouring of support.

## **Franchia** restaurant and teahouse



*a tea shrine in another space and time ...*

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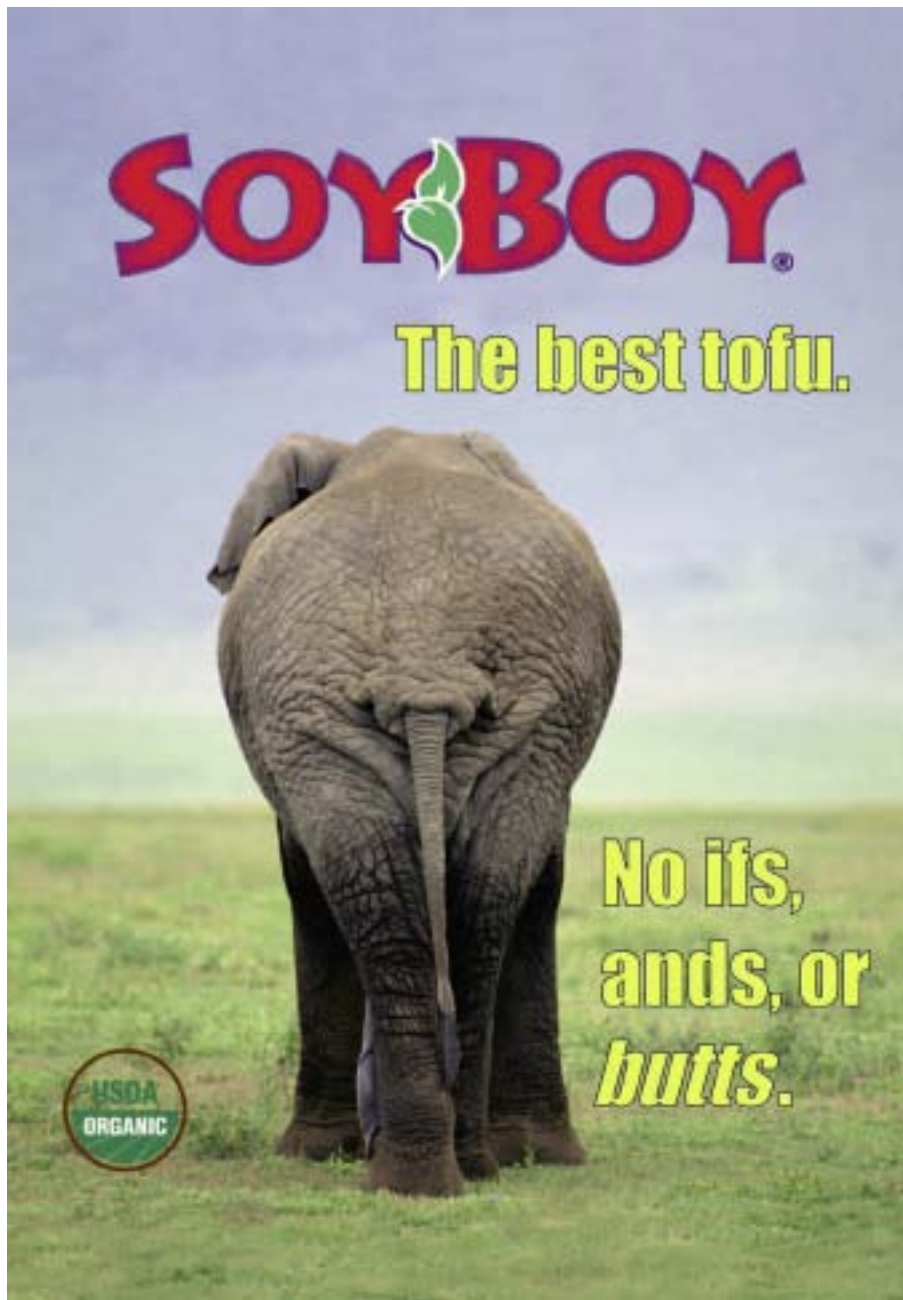
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The advertisement for Tiengarden Vegan Restaurant includes a paragraph about its mission, the restaurant's name in Chinese and English, contact information, and a photo of several colorful vegan dishes served on plates.

### Why we march: just a few of many reasons

- Livestock are one of the most significant contributors to today's most serious environmental problems, including global warming.—United Nations
- A review of 4,500 scientific studies on the relationship between cancer and lifestyle showed that the vegetarian diet significantly reduced cancer risk.—*Washington Post*
- About 25 million pounds of antibiotics are fed to livestock every year primarily for growth promotion. It is feared that the practice is already leading to the worldwide problem of antibiotic resistance.—Union of Concerned Scientists
- One groundbreaking Canadian study found a low-fat vegan diet as effective at reducing cholesterol levels as statin drugs.—Associated Press
- A survey of meat inspectors revealed that almost half chose not to report animal feces, vomit, metal shards, and other contaminants, weekly or monthly.—Reuters
- Livestock in America produce 1.3 billion tons of waste every year, equivalent to 5 tons for every U.S. citizen.—Senate report
- When hens are "spent," producers truck the animals' abscessed and abraded bodies to slaughterhouses that employ cruel and rickety machinery. This, or farmers gas the birds—often unevenly—in order to grind them up for chicken feed.—United Poultry Concerns
- Seventy percent of the water that is taken from the world's rivers, lakes, and underground wells goes to agriculture, and 40 percent of the world's grain goes to feed animals for slaughter.—Worldwatch Institute





## Two Locations

For a candlelight  
vegan dinner in an  
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## Thank You to the Volunteers

Roberta Schiff, monthly  
full-course dinners for  
the parade committee

• Alan Rice, rally coord-  
inator, maintenance

• Lisa Lindblom, FOP  
(friend of Pamela), rally  
clean-up committee

• Mindy Getch, Web  
site bulletin board

• Bernie G., invaluable  
support • Ariel Penne,  
restaurant outreach

• Joan Zacharias,  
editorial • Carrie

Smith, contest-prize go-  
getter • Lewis Klee,  
attorney • Thomas

Thompson, supremo  
volunteero • Rahul

Agarwal, computer sup-  
port • Jean Thaler,  
marshal of the marshals

• Neil Hornish, Penelo  
Pea Pod • Danielle

Fontaine, manager of  
parade ambassadors

• Doug Greene, gener-  
al support • Andreas

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port • Lilly Gooden,  
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John Phillips, speaker  
selection • Sowmya

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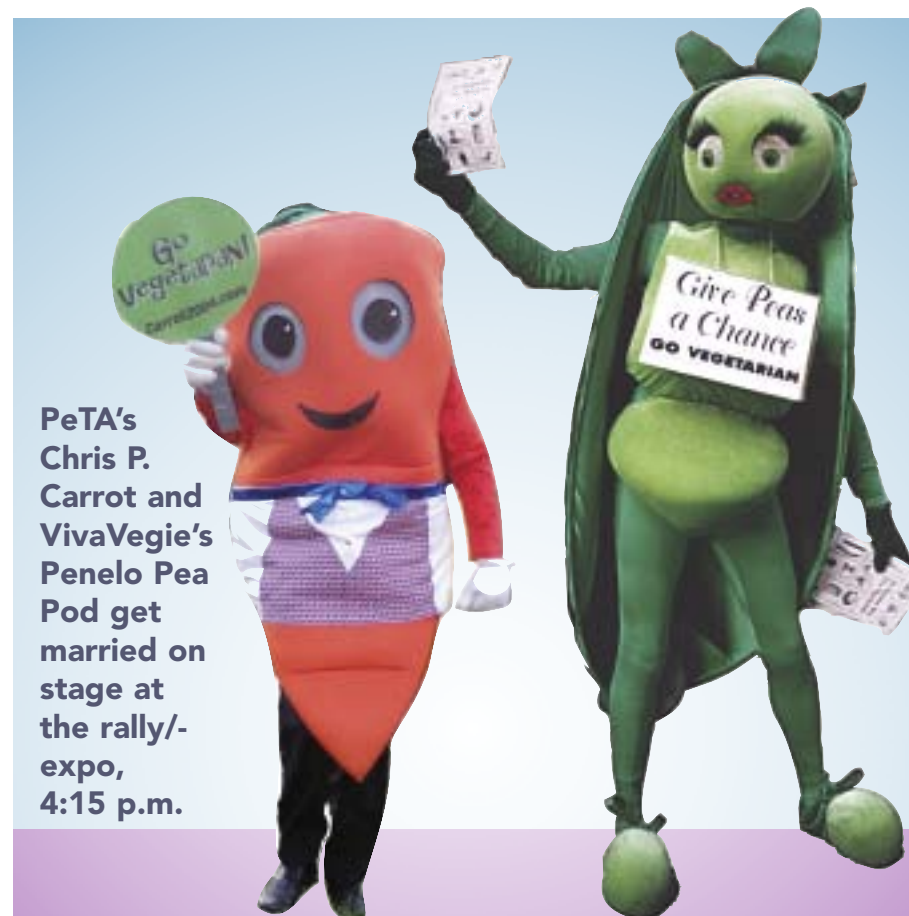
Carlos Pinto, communi-  
ty outreach • Daniella

Teplitsky, online net-  
working • Gérard V.

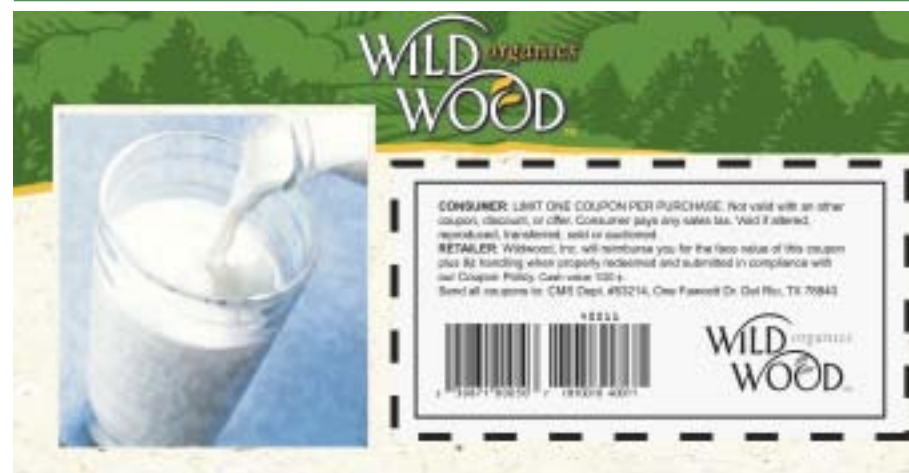
Sunnen, translation.

OMISSIONS REGRETED.

Peas & luv,  
Pamela Rice



**PeTA's  
Chris P.  
Carrot and  
VivaVeggie's  
Penelo Pea  
Pod get  
married on  
stage at  
the rally/-  
expo,  
4:15 p.m.**



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- To safeguard our family's health**  
Knowing where your food comes from and how it is grown or raised enables you to choose safe food from organic farmers who protect our environment by using farming methods that do not use chemicals, pesticides, hormones, antibiotics, or genetically modified seed.

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**Global Warming**  
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**NASA climate scientist predicts that ice in Arctic ocean 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. GO VEG TODAY !

For more information on this Urgent Issue, click on:  
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