

Veggie Pride Parade 3

PROGRAM GUIDE
Sunday, May 16, 2010



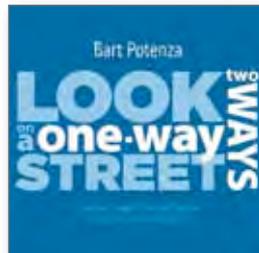
Greenwich Village • New York City

SEASONAL ORGANIC VEGAN CUISINE



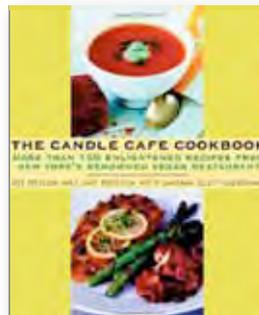
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PROGRAM

Veggie Pride Parade NYC 2010

Sunday, May 16, 2010 • Greenwich Village
+ RALLY/EXPO in UNION SQUARE PARK

Parade

- 11:00 a.m. **Lineup for parade begins where Little West 12th Street, Gansevoort Street, Greenwich Street, and 9th Avenue come together** (map on page 3)
- 12 Noon **Parade begins**

Rally/Expo

Program subject to change. Bios are on following pages.

- 1:00 p.m. **Parade reaches end point: Rally/Expo in Union Square Park (north end), across from Barnes & Noble**
- 1:00 p.m. Leif Erich welcomes parade participants entering the park with a set of original music
- 1:20 p.m. Pamela Rice (parade organizer) welcomes everyone
- 1:30 p.m. Mickey Z gives keynote address
- 1:45 p.m. Special guests
- 2:05 p.m. George Eisman
- 2:20 p.m. Pamela Rice presents awards for best-costumes
- 2:50 p.m. Karen Davis
- 3:05 p.m. Tracye McQuirter
- 3:20 p.m. Yee Ying-Ming performs Kung Fu Fan Dance
- 3:30 p.m. Kathy Stevens
- 3:45 p.m. Joan Wai
- 4:00 p.m. Wilson Morales
- 4:15 p.m. Dave Warwak
- 4:30 p.m. Pamela Rice introduces authors from the book-signing table
- 5:00 p.m. Park clean-up commences. All are welcome to pitch in!

VEGGIE PRIDE PARADE NYC 2010

STANDING UP FOR SANITY & COMPASSION

Every stand-up comedian in the business knows you can always get an instant laugh: make a vegan the butt of your joke.

Every vegan kid knows he or she is not likely to get a good meat-free and dairy-free meal in the school lunchroom and faces ridicule just for asking.

Vegans in some places have to buy their food by mail order or travel to other neighborhoods or towns just to eat. And ask any vegan about what he or she must go through to convey a simple food order in a non-veg restaurant. It isn't fun.

All this, even though we know meat is cruel, unhealthy, and catastrophic for the environment, both in terms of resource depletion and pollution.

And why are meat, dairy, and fish so heavily subsidized by governments around the world, particularly in the United States and Europe? None of it makes a bit of sense. Nor is it fair or right.

Enter Veggie Pride Parade 2010, an event that is sure to bring meatless living and all its issues a much-needed boost. Building on the overwhelming success of the 2008 and 2009 parades, this year's march through Greenwich Village will be even more uplifting and spectacular than before.

Individually, participants come from many different philosophies, religions, and general approaches. But on Sunday, May 16, 2010, all will proclaim with one voice an expression of veggie pride.

Participants will, as in past parades, be encouraged to come in costume and to wear signboards announcing their pride in their veggie lifestyle. Local restaurants and vegan groups will be represented with banners and chants. Mascots Chris P. Carrot and Penelo Pea Pod will again lead off the parade to set the tone. That is:

Food brings joy when it is not derived from animals

The parade begins in the city's oldest meat district. It ends in a festival of over a dozen speakers, live entertainment, 40 exhibitors, and vegan food.

- At about 2:15 p.m., the winners of the costume contest will be announced.
- Babies and youngsters in veggie costumes will be featured on stage thereafter.
- Throughout the day, parade participants will enjoy the opportunity to make use of the "soapbox" testimonial station, a second stage set up at the opposite (west) end of the park. Here, individuals will be able to passionately sing the praises of the

veggie diet for all to hear (strictly non-commercial and videotaped for YouTube).

Organizer Pamela Rice feels confident that the 2010 parade will indeed be bigger and better than in previous years. The crowd should easily swell to several thousand once the parade reaches the park.

Ms. Rice has said it before, but it bears repeating—"With this event people will see vegans and vegetarians come out from the shadows, once and for all."



Veggie Pride Parade, 2009. Photo by Simon Mazzucca

START POINT / END POINT

FROM THE MEAT DISTRICT TO UNION SQUARE PARK



▲ Parade start: the Olde Meat District

Parade end: Union Square Park, north end ▼

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 Ave., east on 8th St., north on University Pl. to the north end of Union Square Park.

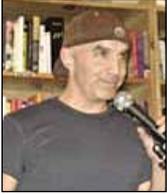
End: Rally/
Expo site

Union Square Park

SPEAKERS & ENTERTAINERS



Leif Erich is a guitarist, composer, and playwright. His recent off-Broadway musical production, the irreverent *I'm God and You're Not*, explored issues of ignorance, environmental degradation, poverty, and war. Among others, Erich will perform his most haunting song from the play, "What Part of Thou Shalt Not Kill Did We Not Understand?" Erich will, as last year, act as the audio consultant and technician for the Veggie Pride Parade NYC. More about Leif Erich is at www.leiferich.com.



Mickey Z, in his most inimitable style, will wax eloquent on going vegan and why that is an imperative we all must heed. Proudly armed with his high school diploma, born and raised in Astoria, Queens, 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 15 years. More about Mickey Z is at www.mickeyz.net.



George Eisman, MA, MS, RD is nutrition director of the Coalition for Cancer Prevention Through Plant-Based Eating. He is the cofounder and first chairman-elect of the Vegetarian Nutrition Practice Group of the American Dietetic Association. He is the author of *The Most Noble Diet: A Basic Course in Vegetarian and Vegan Nutrition* and *Don't Let Your Diet Add to Your Cancer Risk*. He was inducted into the Vegetarian Hall of Fame (North American Vegetarian Society) in 1993.



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 *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. Since 1999, Ms. Davis and UPC have hosted eight conferences on farmed-animal advocacy issues. For more information, visit www.upc-online.org.



Tracy McQuirter is a nutritionist, author, and twenty-year vegan who leads worldwide seminars on vegan nutrition. Her new book is *By Any Greens Necessary: A Revolutionary Guide for Black Women Who Want to Eat Great, Get Healthy, Lose Weight, and Look Phat*. She has been featured in dozens of media, including *Ebony*, *Essence*, and the *Washington Post*. She directed the first federally funded vegan nutrition program and worked on legislation to improve federal nutrition guidelines.



Yee Ying-Ming will treat us to an exhibition of Kung Fu fan dancing. The title of the piece is well known in the world of Kung Fu: Beauty of the Setting Sun. (Search YouTube for other versions.) You will never see a better performance of this dance. You may never be so enchanted. Kung Fu movements naturally project self defense and conscientious resistance. Add a fan and they project beauty and a *gentle* approach. Ying-Ming represents Youth Buddhism Communications.

List of speakers/entertainers continues on next spread

Concerned about feeding the world? An oil crisis? Global warming? We can help...



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SPEAKERS & ENTERTAINERS

CONTINUED



Kathy Stevens is founder and director of Catskill Animal Sanctuary, an 80-acre haven for farmed animals located two hours from Manhattan. She is author of the critically acclaimed *Where the Blind Horse Sings: Love and Healing at an Animal Sanctuary* and the upcoming *Animal Camp: My Summer with a Horse, a Cow, a Pig, a Goat, a Dog, Three Cats, and One Very Patient Man*. Kathy regularly speaks at schools, conferences, and events and delights in kissing the sanctuary pigs. See www.casanctuary.org



Joan Wai is the founder (1984) and director of Youth Buddhism Communications Center (NYC). The organization recently set up the Green Compassion Web site to encourage veganism and non-violence. Since 2000, Joan has organized an annual vegan banquet with over a thousand attendees. In celebration of Women's History Month 2004, borough president Virginia Fields recognized and saluted Joan for her outstanding accomplishments and many undertakings in service to her community.



Wilson Morales was ordained as a Seventh Day Adventist elder in 1997 and has been preaching and teaching sabbath school ever since. He describes himself as a born-again Protestant Christian and adherent to the teachings of the sect's prophetess, Ellen G. White. Seventh Day Adventism professes the vegetarian diet and is perhaps the only Christian church in America to do so. It is believed that whatever is done in eating or drinking should honor and glorify God in the preservation of health.



Dave Warwak is a mediator, 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 his A-number-one fan, Dr. T. Colin Campbell. See www.inside.com.



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*. Pamela acted as writer, editor, art director, graphic designer, ad sales rep, and production manager for this program guide.

SPONSORING ORGANIZATION OF VEGGIE PRIDE PARADE NYC

VivaVeggie Society ^{501(c)3}
www.veggieprideparade.org

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Photo: Davida G. Breier

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Last year's Veggie Pride Parade

post-parade rally/expo/festival



Photo by Simon Mazzucca



Photo by Florida Voices for Animals



TOP: Union Square Park crowd. MIDDLE LEFT: Freya Dinshah of American Vegan Society, now celebrating its 50th year! ABOVE: Astrum Lux Lucis (formerly, Cheryl Hill). FAR LEFT: Food from Whole Earth Bakery. LEFT: Keynoter Dada J.P. Vaswani of Sadhu Vaswani Mission.



a vegetarian shrine in another space and time.

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a tea shrine in another space and time ...

THE VEGGIE WAY TO A BETTER WORLD AND A HEALTHIER YOU

GEORGE EISMAN, R.D. (Registered Dietitian)

Eating a plant-based diet is the most important thing an individual can do to help the environment. Livestock agriculture is by far the leading source of climate-changing gases and water pollutants.

It is the most effective thing an individual can do to alleviate the suffering of the world's hungry people. Most corn and soybeans in the United States are used for animal feed, which is then very inefficiently converted to animal products like milk and meat.

It is, of course, the surest thing an individual can do to save the lives of countless innocent farmed animals.

It is also the most effective way to improve one's own health, especially in regard to reducing cancer risk.

While deaths from cancer continue to rise, the public is not made aware of the many studies that have linked our diet, especially our intake of dairy, meat, and other animal products, with higher rates of this dreaded disease.

Cancer organizations that take money from food industries, especially dairy-product companies, do not report these connections for fear of losing their funding.

This is a message all of us need to spread to our schools, places of worship, and civic organizations.

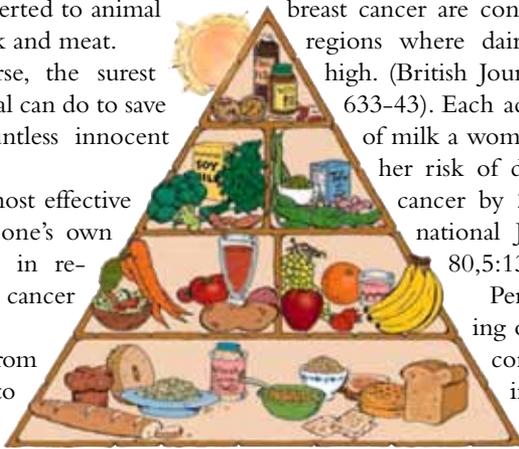
MEAT AND CANCER

A higher intake of meat, including poultry and fish, is associated with a significantly higher incidence of breast cancer. For each 3-ounce serving eaten per day, risk rises by about 30 percent. (European Journal of Cancer Prevention, 2008, 17:39-47).

DAIRY AND CANCER

Statistics show that death rates due to breast cancer are considerably higher in regions where dairy consumption is high. (British Journal of Cancer, 24, 633-43). Each additional daily glass of milk a woman consumes, raises her risk of dying from ovarian cancer by 20 percent. (International Journal of Cancer, 80,5:1353-1357).

Perhaps most disturbing of all, children who consume a diet that includes 2 or more cups of milk per day have almost three times the risk of developing colorectal cancer in adulthood compared with children who consume less than a half a cup per day. The study that determined this correlation was conducted over a period of 65 years. These findings held true even after researchers adjusted for differences in meat, fruit, and vegetable intake, as well as socio-economic status. (American Journal of Clinical Nutrition, 2007, 86:1722-1729).



Graphic from PCRM.org

Continued on page 12

Catskill Animal Sanctuary

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Continued from page 10

PROTEIN, NOT JUST FAT, IS THE PROBLEM

Some of the links to cancer are attributed to growth hormones (vital for growing small calves into large cows in less than a year) that occur naturally in animal milks and the meat of young animals. These growth hormones are proteins, so they are still present even in low-fat dairy products and flesh foods. Other cancer links include proteins—such as casein—and lactose and galactose, the sugars in milk. Consider this: It takes a whopping ten pounds of

milk to make one pound of cheese.

HOW 'BOUT ORGANIC?

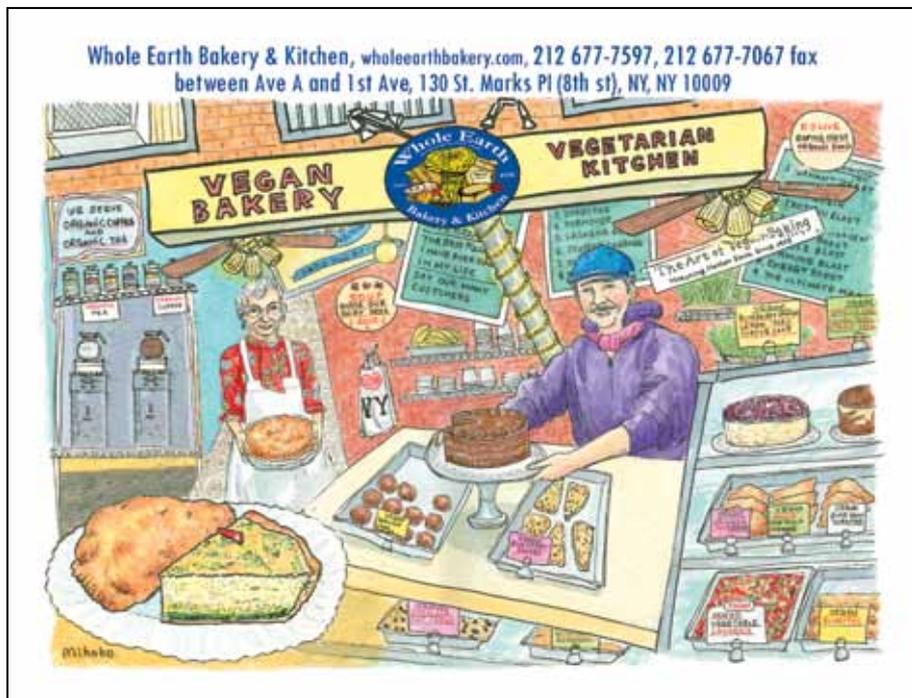
Organic animal products (beef, poultry, dairy) contain only slightly less of the growth hormones that are naturally in these products. No study has shown that using organic rather than conventional animal products lessens cancer risk. Better choices are meatless burgers and plant-based milks (soy, rice, and almond, etc.). Organic fruits, vegetables, and grains have better nutritional value and fewer pesticide residues.

Eating lots of fresh fruits and vegetables, especially

greens, and getting protein from beans, nuts, seeds, and whole grains rather than animal products, lowers cancer and heart-disease risk as well—the two leading causes of death in America. And those greens provide even more calcium than milk on a nutrient-per-calorie basis.

For more information, go to the Web site for Physicians Committee for Responsible Medicine: www.pcrm.org.

George Eisman is an author, registered dietician, and expert in vegan nutrition. He is a speaker at this year's parade. See his bio on page 4.



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Exhibitors

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American Vegan Society

Black Vegetarian Society of New York

Catskill Animal Sanctuary

Compassion Over Killing

Christian Vegetarian Association

Earthsave

Ethical Culture Society

Farm Animal Reform Movement (F.A.R.M.)

Farm Sanctuary

For the Animals Sanctuary

Friends of Animals

Global Justice for Animals and the Environment

Healthy Planet

Humane Society of the United States (HSUS)

Integral Yoga (food donation)

Lantern Books

Jewish Vegetarians of North America (JVNA)

Meetup.com

Mercy for Animals

Micah Publishing

Mid-Hudson Vegetarian Society

Natural Kitchen Cooking School

North American Vegetarian Society (NAVS)

People for the Ethical Treatment of Animals (PeTA)

Primal Spirit Foods (food donation)

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continued

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Team Organic, NYC

United Poultry Concerns

V-Spot (food donation)

VegOut

Vegan Outreach

Vegan Radio / Vegan Bus

Vegetarian Resource Group

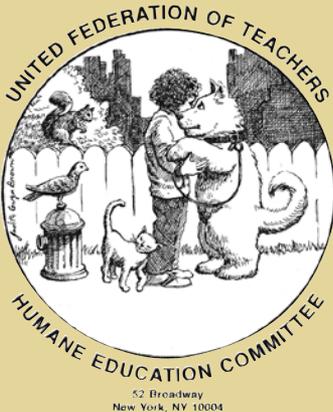
Vegetarian Vision

Vegan Bake Sale

VivaVeggie Society

Whole Foods Market (food donation)

Woodstock Farm Animals Sanctuary



United Federation of Teachers

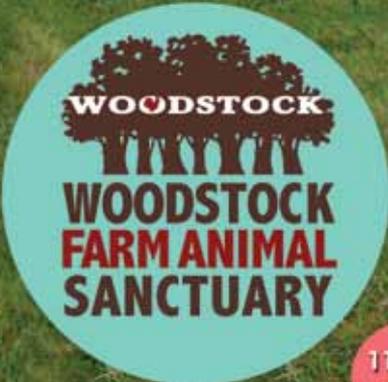
HUMANE
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encourages teachers and
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www.uft.org/member/committee/humane/

PRIZE DONATIONS FOR THE COSTUME CONTEST

- **May Wah Vegetarian Market**, Vegan Asian Specialties Shop: two \$50 gift certificates
- **Peacefood Cafe**: two \$50 dinner certificates
- **Counter** restaurant: dinner for two
- **Quintessence** restaurant: dinner for two
- **Candle Cafe**: dinner for two
- **Go Max Go**, makers of Jokerz, Twilight, Buccaneer, and Mahalo candy bars: each contestant in the Veggie Pride Parade costume contest will get one
- **Curly's** restaurant: \$50 in gift coupons
- **Bonobos**, raw deli: two \$20 gift certificates
- **Lula's Sweet Apothecary**, vegan ice cream parlor: gift certificate
- **Books & DVDs**: two copies of **By Any Greens Necessary**, by VPP speaker Tracey McQuirter • one copy of **Where the Blind Horse Sings**, by VPP speaker Kathy Stevens (prize includes membership goodies from Catskill Animal Sanctuary) • two copies of **Totally Vegetarian**, by Toni Fiore • Adela Pisarevsky gave one copy of **The RAVE Diet & Lifestyle** and one copy of **PeTA's Meet Your Meat**



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Claudia Rose Emerson

Carlos Pinto

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2010

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VEGETARIAN NEWS FROM THE MAINSTREAM

You don't have to rely strictly on vegan oriented media sources for vegan news. The mainstream has plenty of it. They may not refer to it as such, but that's what it is. Here are a few stories I have found over the past year.
—Pamela Rice

A mad cow in your fish

Citing a study published in a June 2009 issue of *Journal of Alzheimer's Disease*, the *Kentucky Post* reported [15 Jun. 2009] that farmed fish fed the rendered remains of cows could transmit Mad Cow Disease to the humans who eat them. Government rules prohibit feeding the rendered remains of cows to cows; but other species are not off limits. The lead researcher commented, "Fish do very well in the seas without eating cows."

U.S. diet, carcinogenic

The *New York Times* reported [06 Aug. 2009] on a University of Miami Miller School of Medicine study that found Hispanics who move to the United States are 40 percent more likely to develop certain cancers than those who remain in their native countries. To blame? Diet was the primary suspect.

Mercury for your sole

An Associated Press story reported [19 Aug. 2009] that according to a comprehen-

sive U.S. Geological Survey study, essentially every fish in our nation's fresh-water streams is contaminated with mercury. And 25 percent of them contain mercury in amounts exceeding edible-safe thresholds set by the Environmental Protection Agency (EPA). Scientists tested more than a thousand fish from nearly 300 streams nationwide between 1998 and 2005.

Resistance now futile

Seventy percent of antibiotic use in the United States is for non-therapeutic purposes in livestock raised for food, so the animals grow faster and ward off the effects of intensive confinement. Such cavalier use of antimicrobials is clearly contributing to the worldwide crisis of antibiotic resistance, which today contributes to increased U.S. medical costs to the tune of \$50 billion per year. Such were the facts brought out in the *Washington Post* story last fall [16 Sept. 2009].

90K burned alive

Two and a half "broiler" sheds cram-packed with living chickens went up in flames in Stanwood, Washington, in June 2009, burning alive approximately 90,000 birds over night. Tanker trucks (needed to extinguish the flames) ar-

rived too late to mitigate what came to be a charred wasteland. The *Komoneus* story [03 Jun. 2009] dwelt on the economic losses the fire caused for the farmer: \$2.2 million.

Vegan leap: 18 to 51

The world's meat-centered diet generates roughly 51 percent of all human-caused climate-changing gases, according to Worldwatch Institute [*Worldwatch*, Nov./Dec. 2009]. The pronouncement, which came just in time for the Copenhagen climate summit, instantly eclipsed the United Nations report [*Livestock's Long Shadow*] that vegans have been quoting since fall 2006, one that put the percentage at only 18 percent. Worldwatch editors recommended a prompt retooling of products across the globe that for some already have a name: vegan.

Animal ag off the hook

The link between carnivorous practices among the world's humans and the spectre of climate change is a reality tough for some to take. In recent months, Al Gore has repeatedly been captured on air dismissing the need to educate Americans about the connection. In Washington, the denial is equally pronounced. An Associated Press story last year

[20 Jun. 2009] began, “One contributor to global warming—bigger than coal mines, landfills and sewage treatment plants—is being left out of efforts by the Obama administration and House Democrats to limit greenhouse gas emissions”: cow burps. According to the EPA, the story noted, the nation’s 170 million cattle, sheep, and pigs produce about one-quarter of the methane released in the United States each year, making livestock the largest source of the heat-trapping gas.

Taking poop head on

If you eat meat, there’s poop on your plate: mega-tons of it! No, the *Washington Post* didn’t exactly put it that way. But this, in essence, was its message in a recent article [03 Mar. 2010]. Its main point: We’ve largely conquered the nation’s non-organic pollution problems. But in their place is one as old as agriculture itself. That is, what do we do with the manure? Today’s “unmanageable” quantities, as it described them, are, in fact, too much of a good thing. Methane and ammonia gluts translate into global warming and acid rain. And America’s coasts are today plagued by, no less, 230 suffocating dead zones, up from 16 in the 1950s. Meanwhile, factory farmers whine *ad nauseam* that ever-present looming manure regulations will crush them financially. Sadly, their voices hold much weight in Washington.



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 FOR JEWISH VEGETARIAN AND ANIMAL RIGHTS BOOKS

- The Jewish Vegetarian Year Cookbook
- The Vegetarian Shabbat Cookbook
- How To Eat Well And Live Long

Albany Vegetarian Network Inc.

www.nyvegetarianexpo.org

Ancient scriptures have shown the early Christians were vegetarian! Read **The Hidden Love of Jesus for the Animals** to learn the truth, and hear what great minds say about eating and hunting these defenseless victims. 1.800.846.2691

www.DoNotEatUs.org

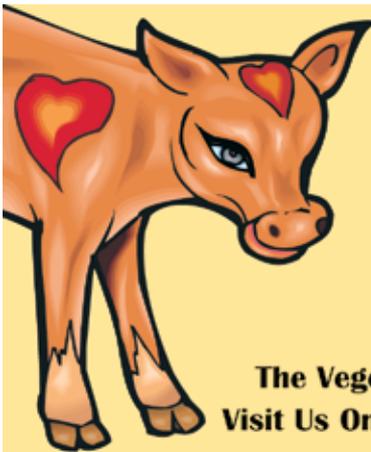
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Veggie Pride Parade: Goals

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.



**Vegetarians Have
Good Hearts!
Good Luck in This
Year's Parade!**

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Emanuel Goldman

The Vegetarian Cinophile

Naomi Weinschenker, M.D.

Adult, Child & Adolescent Psychiatry

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CHANTS

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

Get hip. Go veg.

One struggle one fight.
Human freedom,
Animal rights!

One, two, three, four,
Global warming's at
our door.

Five, six, seven, eight,
We need to go veggie
before it's too late.

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!

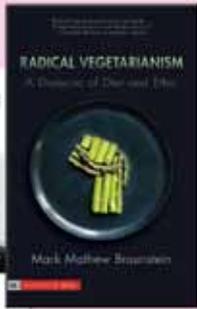
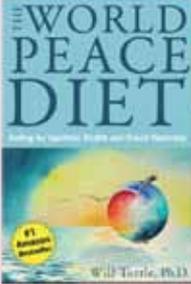
Hey, hey, ho, ho,
Factory farming's got
to go.
Ha, ha, hee, hee,
Let the animals run free.

Your dinner, my friend,
led a horrible life.
Change it all with fork
and knife.

Vegan, Vegan, it's the way,
Stay good 'n' healthy
every day.
Vegan, vegan, it's the way,
help the planet stay okay.
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to love all animals
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Lantern Books

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Carol J. Adams and Patti Breitman

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NOTES ON THE 2010 PARADE

All New York parades, including ours, ordered shortened by 25 percent, because of budget cuts

If you were at the Veggie Pride Parade in 2009, you know that our procession rounded Washington Square Park before heading up University Place to its final destination spot: Union Square Park (north end).

This year, unfortunately, our route is very likely to be abbreviated. Our parade will be the same as before, but probably without this lovely detour, south of 8th Street.

See news story at: tinyurl.com/yd6gzvw.

Program guide note

The three photos not credited on page 8 are by Alan Rice.

Have a Heart for Animals

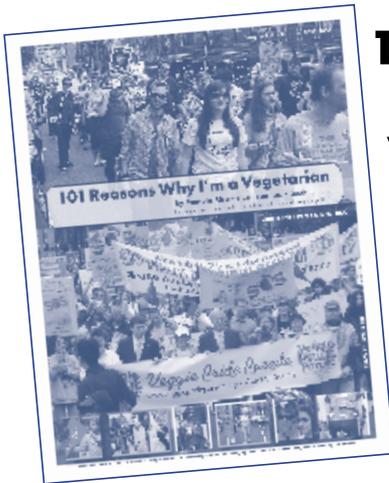
meetup.com/HeartsForAnimals



101 Reasons Why I'm a Vegetarian

by Pamela Rice

Available in both pamphlet and book form. Copies of the pamphlet are free at the VivaVeggie exhibit booth. Book version, sold at cost: \$10 each.



ONLINE RESOURCES FOR VEGANS

For the best restaurant finder
and vegan blog, go to:
SuperVegan.com

For a great online travel-
information source, go to:
HappyCow.com

To reach out and meet your
fellow vegan, go to:
Meetup.com

To air your rants, your raves,
your 2¢, go to the
Veggie Pride Parade bulletin board:
**veggieprideparade.org/
forum/index.php**

PeTA's vegan source:
GoVeg.com

Nutrition how-to and family guide:
VGR.org

Resource for all things veggie:
VegSource.com

Erik Marcus's blog:
Vegan.com

Vegan radio supreme:
VeganRadio.com

To stay informed about the
VivaVeggie Society, go to:
http://tinyurl.com/cwyuny

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Photo by Doris Lin, About.com (Animal Rights)

*Veggie Pride Parade mascots PeTA's Chris P.
Carrot & VivaVeggie's Penelo Pea Pod*



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-Food Watch, German 2008-

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