



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.



000017617700

MICROSOFT MATCHING GIFTS PROGRAM

P.O. BOX 7405
PRINCETON, NJ 08543-7405
1-800-480-4438

SUMMIT
BANK

 PRINCETON, NJ
55-208/312

26030

Date: 01/28/2000 Amount: \$4,000.00

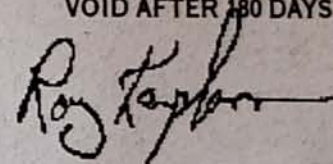
 PAY
TO THE
ORDER
OF

Four Thousand Dollars and No Cents

Vivavegie Society Inc Pamela Teisler Rice

Ms. Pamela Teisler Rice
President
Viva Vegie Society
P.O. Box 294 Prince Street
New York, NY 10012

VOID AFTER 180 DAYS



026030 031202084 4204 022155

SECURITY FEATURES: MICRO PRINT TOP & BOTTOM BORDERS - COLORED PATTERN - ARTIFICIAL WATERMARK ON REVERSE SIDE - MISSING FEATURE INDICATES A COPY

MICROSOFT MATCHING GIFTS PROGRAM

01/28/2000

26030

Date	Employee	Employee Amount	Company Amount	Remarks
11/30/1999	David S. [REDACTED]	\$4,000.00	\$4,000.00	Cash
	Total Number of Gifts 1	\$4,000.00	\$4,000.00	

American Vegan Society

56 Dinshah Lane
P. O. Box 369
Malaga, NJ 08328

Address Service Requested



0000012874



th ☐ \$500 per month

RE INFORMATION

A Non-Profit Organization — Lighting The Way Since 1960

The American Vegan Society

Pamela

1/23/02



56 Dinshah Lane
P. O. Box 369
Malaga, NJ 08328

PHONE: (856) 694-2887 FAX: -2288

Thank you for the box ad.

So glad you can come to speak for us
in May. We will reimburse your travel
and make a donation to Viva Vegies.

Freya

PCRM

PHYSICIANS
COMMITTEE
FOR
RESPONSIBLE
MEDICINE

5100 WISCONSIN AVENUE, NW • SUITE 404
WASHINGTON, DC 20016

THE VI
P.O. BO
PRINCE
NEW YORK

sent receipt 1/7/99

I want to pledge: ☐ A ONE-TIME AMOUNT OF \$ 200

☐ \$10 per month ☐ \$25 per month ☐ \$50 per month ☐ \$100 per month ☐ \$200 per month ☐ \$500 per month

to the Vegetarian Center of New York City.

☐ SEND ME MORE INFORMATION

I understand that I am not to send any money now, but will be asked to make good on my pledge once the project begins. It is estimated that construction will start early in the year 2000. At that time VivaVeggie Society will bill me monthly. Checks should be made out to: VivaVeggie Society. I may cancel the program at any time. VivaVeggie Society, Inc. is a nonprofit, 501(c)3, charitable organization. All donation are tax-deductible. VivaVeggie Society will issue receipts for all contributions. Donors should keep them for their tax records.

Date: 5-20-98 Name: SIDDY & Ellen B. Organization: _____
Title: _____ Address: #11C
City: _____ NY State: NY Zip: 10025
Phone number: 212-6 _____ Comments: Sounds great. You are amazing.

r
#8-O
0011



Viva Vegie Society
P.O. Box 294
Prince St. Station
New York, NY 10012

~~\$450~~
A. 300
De' match
partial

David S [REDACTED]
[REDACTED]

Seattle WA 98103-8412

~~\$2,780.~~

VIVA VEC

PRINCE

P.O. Box

NEW YORK

I want to contribute to the

En

Friend
iva'

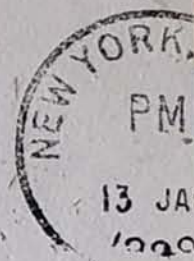
Happy New Year

1929



1307 THIRD AVENUE NEW YORK CITY NEW YORK 10021

\$170.
dep.



10.25 +

THE Village Voice

I want to contribute to the Vegetarian Center of New York City.

☒ Enclosed find \$ 200.00

☐ Friend: \$25-\$199

☒ Sponsor: \$200-\$499

☐ Major Contributor: \$500-\$1,999

☐ Benefactor: \$2,000 and up

for VivaVeggie's Vegetarian Center of New York City.

☐ Please use my gift specifically to produce more copies of VivaVeggie's resource guide.

Date: Dec 10 01 Name: Terni Choi Organization: Hanagawi

Title: owner Address: 12 E 32nd St

City: New York State: NY ZIP: 10016

Phone number: _____

The VivaVeggie Society is a non-profit organization.
Mailing address: The

HANAGAWI
12 East 32nd Street
New York, NY 10016



We will issue receipts for contributions over \$15.
For more information, call 646-424-9595.

check

Mr. David
Seattle, WA 98103-8412
ASPCA

3

6 SEATTLE WA 981
PM
26 FEB
2001



VIVA VEGIE SOCIETY

P.O. Box 294

PRINCE STREET STATION

NEW YORK, NY 10012-0005

\$2,300.
check

JUS
Hi,

It's great to know other people are getting involved. Just a reminder: please send me a receipt for each of my donations.

Thanks,

Rob

~~\$~~ 679.⁰⁰
matching
money



Culture & Animals
Foundation

March 1, 2000

\$250
check

Viva Veggie
Prince Street Station
PO Box 294
New York, NY 10012

To Viva Veggie:

The Board of Directors of the Culture & Animals Foundation recently met to evaluate the work of individuals and organizations and to decide which to support.

I am pleased to enclose a check for \$250.00 to help you continue your dedicated effort.

With every good wish, I am,

Yours in the Struggle,

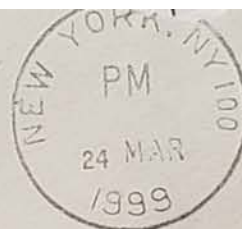
Tom Regan,
President



Mr. Glen Bo
Brentwood, NY 11717

*\$500
donations to Center*

VivaVeggie Society, Inc.
P.O. Box 294
Prince Street Station
New York NY 10012



GOOD LUCK WITH
EVERYTHING, PAM!

See you soon

Glen

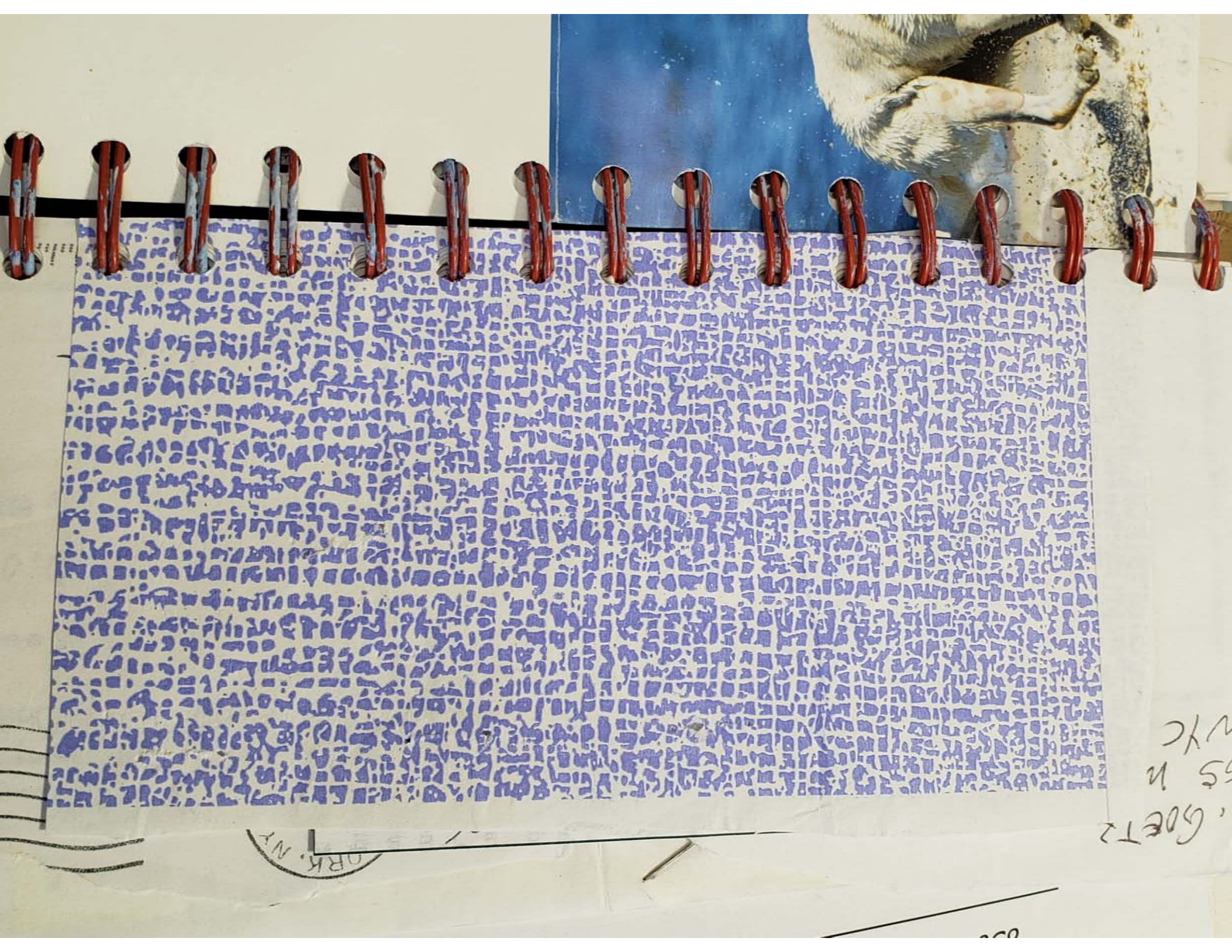
I'll let the lady to
preform the fan Dance
at stage on May 16, 2010
(about 3:00 Pm)

Dear Pam.

3/11/2010

Here enclosed a check of
\$ 300⁰⁰/_{xx} for the donation to
the Vegi Parade from
www.GreenCompassion.US

Best wish
Joan



NYC

55 N

GOETZ

ORR, NY

I support the Humane Society Legislative Fund.
If you see animal cruelty in your community, report it to
your local police department or humane society.
Stop the senseless cruelty and abuse
and end the "sport" of dogfighting now.

HUMANE SOCIETY
LEGISLATIVE FUND™



72
11/14 ST
10611

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 VivaVeggie 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 VivaVeggie Society

Please send me 300 (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

Name: HANGAWI

Address: 12 E 32nd St

City: NY

State: NY

Zip: 10016

Phone: (212) 213 0077

Date: 8/24/00

Herewith, also, is a tax-deductible donation to the
VivaVeggie Society, Inc. for \$ 100. TOTAL enclosed: \$ 205.

CHECKS PAYABLE TO THE VIVA-VEGGIE SOCIETY, INC.

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

1001
NY

B. G. [REDACTED]
[REDACTED] ST
NYC 10011



PAM RICE - APT. 17
234 MULBERRY STREET
NEW YORK, NY

10012

Look for: blue background on the front of this check, and the imageSafe® logo on back. If not present, do not cash.

2069


BERNARD [REDACTED]
[REDACTED]
1000 ALABAMA DRIVE
WINTER APRK, FL 32789

DATE 11-17-2000 \$

63-27/631 FL
1635

PAY TO THE ORDER OF VIVA VEGIE SOCIETY \$ 1000.00

ONE THOUSAND ONLY — DOLLARS

 Security features
are included.
Details on back.

NationsBank

NationsBank, N.A.

ACH R/T 063100277

FOR [REDACTED]

Bert [REDACTED]
MP

⑈002069⑈ ⑆063100277⑆ 00 [REDACTED]

BACHUE CAFE

2566

VENDOR ID: VIVA

CHECK NO.: 2566

DATE: 03/24/98

PAYEE: VivaVegie Society

MEMO: Balan/Brochure

1998 "101 Reas."
contributions

CHECK TOTAL *****\$50.00

The Nature Conservancy

Candle Cafe
1307 3rd Ave
New York, NY 10021



WE LOVE YOU &

YOUR STAND

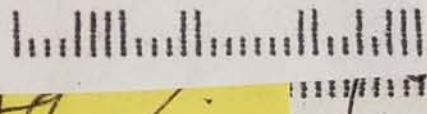
ON

VEGANISM, ANIMAL
RIGHTS & THE
ENVIRONMENT.

0
100 copies /
" 101 Reasons "

VivaVeg
P.O. Box
Prince St
New York, NY

40003 03



0 1/2 WASH DC



1307 THIRD AVENUE NEW

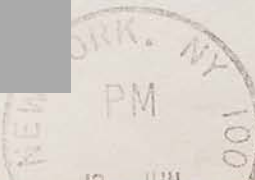
~~\$350.~~

I DIDN'T
UNDERSTAND
THE WAR
COMMENT!
80% WHAT?



Mr. Glen B
Brentwood,

USA 32



Contributors will be listed in future issues of *The VivaVine* unless we are notified otherwise

Yes, I want to help the VivaVegie Society become tax-exempt with 501(c)3 status.* Here is my check for:

- ☐ \$10 ☐ \$25 ☒ \$500
☐ Other \$ _____

Name GLEN B
(two-word)
Address 357

City BRENTWOOD State NY Zip _____

* ☐ I want to help now, but please reimburse me once you are able.

→ PLEASE USE WHEREVER NEEDED;
THE VIVA VEGIE SOCIETY • P.O. BOX 294 • PRINCE STREET STATION • NEW YORK, NY 10012 • (212)966-2060

The VivaVine • May / June 1997 • 2

WHAT A GREAT LIST OF GOALS!

✓

VegDining.com

Your Online Guide to Vegetarian Restaurants Around the World

Pamela Rice
VivaVeggie Society
PO Box 294, Prince Street Station
New York, NY 10012

\$40.00
check

August 20, 2000

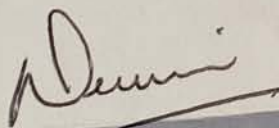
Dear Pamela,

Please accept the enclosed cheque for \$40 US to cover two (2) years membership for VegDining.com in the VivaVeggie Society (the extra \$10 US should cover any additional postage necessary to mail to Canada).

Thanks again for your advertising offer - I'll mail you a cheque and some ad details in the coming weeks.

Congratulations on all your excellent work !

Sincerely yours,



Dennis Bayomi
President

Viva Vegie Society, Inc.

FOUNDERS OF THE VEGETARIAN CENTER OF NEW YORK CITY
HOME OF "101 REASONS WHY I'M A VEGETARIAN"

OFFICE

Vegetarian Center of NYC
150 Fifth Avenue
at 10th Street in Manhattan
212-414-9100

MAILING ADDRESS

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

JOURNAL

The VivaVine

Publisher: Pamela Rice
Editor: Alex Press
Reference Editor: Alan Rice

CONSULTING EDITORS:

Karen Davis, Ph.D.
Richard Schwartz, Ph.D.

INTERNET

vivavegie@trirpc.com
<http://www.earthbase.org/vivavegie/>

HOT-LINE MESSAGE

212-591-2914

February 18, 2000

Candle Cafe
1307 Third Ave
New York NY 10021

INVOICE

SHARE: one-minute ad, on WEVD program,
"It's About Animals."

7-week repeat

Per agreed upon rate: \$25 per week

TOTAL: \$175.

Ads starting: 2/19/2000

*Paid \$175. - check
radio ad
"It's About Animals"*

Pl. 2/18/00

#10392

*WEVD
1050 AM
5 p.m.
Saturdays.*

Please note that our Web
address has changed to:

www.vivavegie.org

Dear Pamela,

If waiting for the organizational check, I have to wait for the Accountant
is at Center on Sunday. So I am mailing a personal check at this time.
As long as you know what ~~they~~^{it} is for (Add. & table for Supreme Master
Ching Hai International Assn.)

please send me a note when you receive it.

Thanks,

Best Regards,

Renee

3/10/2008

Amount?

718 3 [REDACTED]

P.O. Box 5
Strathcona, MN 56759

Russell ?

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 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 VivaVeggie 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

Name: R [redacted] Family Trust

Address: [redacted]

City: Strathcona, MN 56759

Phone: () _____ Date: _____

Herewith, also, is a tax-deductible donation to the
VivaVeggie Society, Inc. for \$ _____. TOTAL enclosed: \$25.00

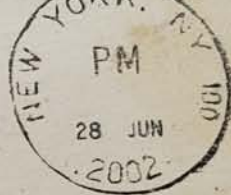
CHECKS PAYABLE TO THE VIVAVEGGIE SOCIETY, INC.
VivaVeggie Society is a 501(c)3, nonprofit, charitable organization.



\$25.00
total
Ch

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are



1307 THIRD AVENUE NEW YORK CITY NEW YORK 10021

\$1800.
Check

VIVA VEGGIE SOCIETY
P.O. BOX 294
PRINCE ST. STATION
N.Y.C. N.Y. 10012

NALITH

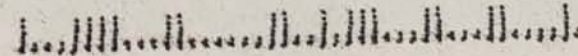
NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING

Nalith Incorporated • 11747 S.W. 99 Lane • Miami, Florida 33186



\$2000.-
Check
Send Letter

VIVA VEGIE Society
P.O. Box 294
Prince St. Station
N.Y., N.Y. 10012



NALITH

NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING



Nalith Incorporated • 312 E. Southey Ave. • Altoona, PA 16602

ALTOONA, PA 166

13 NOV 2006PM 2 L

\$1500.
Nov. 06

VIRA Veggie Society, Inc.
POB 294
Prince St. Station
N.Y. N.Y. 10012

10012+0005

our organization a grant in the amount of
and no goods or services were

NALITH

NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING

Nalith Incorporated • 11747 S.W. 99 Lane • Miami, Florida 33186



\$2,000

Viva Vege So

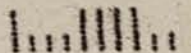
Box 294

York, NY

Viva Vegi.
P.O. Box
Prince St
NY, NY

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10012X0003 03



Suzy R
Saugatuck, MI 49455



Vegetarian Society
PO Box 294
Prince St. Station
New York, NY 10012

\$714
invoices
paid

Look for
products not
tested on
animals.

CRIS D
ANIMAL
LEAGUE

NALITH

NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING



VivaVeggie Society, Inc.
PO Box 294
Prince Street Station
New York, NY 10012

10/5/2001

Dear Pamela,

The Nalith Board Of Directors has voted to award your organization a grant in the amount of \$2,000. We require a receipt stating you received these funds and no goods or services were received. Use this grant as per your request. If the funds granted are not the full amount requested, and the project(s) cannot proceed please contact us to discuss alternatives.

Nalith funds may be applied only to a tax exempt organization under section 501 (c) 3 of the

check
in Aug 15:00

PO Box 294-
New York, N

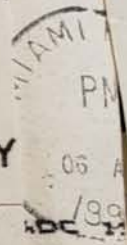
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PROMOTING VEGETARIAN AND ORGANIC LIVING

Nalith Incorporated • 11747 S.W. 99 Lane • Miami, Florida 33186



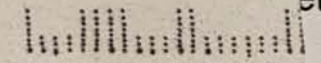
Viva Vege Soc
PO Box 294
New York, NY



\$2000
check

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Nalith Incorporated • 11747 S.W. 99 Lane • Miami, Florida 33186




\$2.02

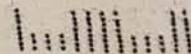
Viva Vege Society

PO Box 294-----Princ

New York, NY 10012

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10012-0005



Printed with Soy Ink on 100% Recycled Paper

NALITH

NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING



Michael D. Tucker
President

Nalith Incorporated
11747 S.W. 99 Lane

Miami, Florida 33186

Phone/Fax (305) 271-9461

e-mail: M Vegan@aol.com



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PROMOTING VEGETARIAN AND ORGANIC LIVING

Nalith Incorporated • 11747 S.W. 99 Lane • Miami, Florida 33186



Viva Vege Society

PO Box 294-----Prin

New York, NY 10011

NALITH

NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING

Nalith Incorporated • 11747 S.W. 99 Lane • Miami, Florida 33186



\$2000.-
check
rec'd Aug 15, 00

Viva Vege S

PO Box 294-

New York, N

Printed with Soy Ink on 100% Recycled Paper

10012-0005

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2

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ple

Jan. 9, 2000

Dear Friends,

For my tax reporting purposes, I need documentation that I received no goods or services from Viva-Veggie. My total 1999 donation, according my records, was \$450. (I have such a letter, but that was for my, second, \$300 donation.) Thank-you.

Stephen K. [redacted]

[redacted]
Rheba Hts. OH 44122

Veg Center of NYC: Donors/pledgers give support

47 205 Check

VIVA VEGIE SOCIETY NEWS

"101 Reasons Why I'm a Vegetarian"

More powerful than ever, the 1998 edition of "101 Reasons" is sure to wake 'em up.

No carnivorous human has a chance against the "101 Reasons."

Yes...please send me 300 (copy / copies) of the 1998 edition of
"101 Reasons Why I'm a Vegetarian."

The first copy is \$2, postage paid

- Add'l copies are 50¢ each, postage paid
- 50 copies are \$20
- 100 copies are \$35

Name HANGAWI



(212) 213 0077

Address 12 E 32nd St

City NEW YORK

State NY

Zip 10016

Now: BECOME A MEMBER of the VivaVegie Society

For a COST of \$15 PER YEAR receive:

- one copy of "101 Reasons Why I'm a Vegetarian"
- five issues of VivaVegie's newsletter, *The VivaVine*
- one membership card

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

Herewith, also, is a tax-deductible donation to the VivaVegie Society for \$ 100. Total enclosed \$ 205

Checks payable to the VivaVegie Society • Send order to the VivaVegie Society, P.O. Box 294, Prince Street Station, New York, NY 10012

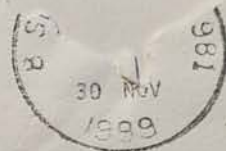
Veg Center of NYC: Donors/pledgers give support

Vegetarian Center

Thank you for the help

Seattle, WA 98103

Microsoft®



6030

VIVA VEGIE SOCIETY
PO Box 294
PRINCE STREET STATION
NEW YORK, NY 10012

\$4,000
check

MICROSOFT MATCHING GIFTS PROGRAM

01/28/2000

26030

Date	Employee	Employee Amount	Company Amount	Remarks
11/30/1999	David Sielaff	\$4,000.00	\$4,000.00	Cash
	Total Number of Gifts 1	\$4,000.00	\$4,000.00	



Mia M

Brooklyn, NY 11231



~~\$770 - total~~
~~20: 101-R~~

Disability Society
PO Box 894
Prince St Station
New York, NY

~~Check~~

\$750. contrib.
10012

A note from
Mia

Dear Sam,

Thanks for the emails!
Let's talk in Sepember
Here is the donation
plus \$20 for the col
leagues I've put in
my suitcase for S.
Africa. I think your
analysis of the environ-
sustainable case



Animals in Laboratories

Unseen
They Suffer
Unheard
They Cry
In Agony
They Linger
In Loneliness
They Die



People for the
Ethical Treatment of Animals

SIERRA CLUB

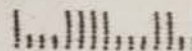
85 Second St., San Francisco, CA 94105



Larry Ulrich

Viva Vegie Se
P.O. Box 294
Prince St. Sta
New York, NY

10012+0005 B005



blog bulletin board volunteering sponsors donations
restaurant info contests marshals + home FAQs

RALLY TABLES

\$100. - ?
check

- Vegetarian restaurants, vegetarian-oriented nonprofits, and vegetarian-oriented product companies can promote themselves with exhibit tables at the post-parade rally in Washington Square Park, May 18, 2008.

Only companies and nonprofits oriented strictly to vegetarianism will be allowed to have a table.

Table area consists of half of an 8-foot table (4 feet).
(NOTE: The park is only allowing 10 tables, total, so people will need to double up.)

No exhibitor is allowed to sell anything. They may give away brochures or souvenirs or food but not stickers. A banner may hang off the front of the table (4-feet wide only). No vehicles are allowed in the park. All provisions must be walked over to your table.

- **Suggested donation for exhibit table space (4 feet) is \$100.** Click the following button to pay with PayPal:



If you prefer to send a check, kindly mail it to:

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

For more information, contact the Veggie Pride Parade Committee by email (info@vivavegie.org) or by phone (212-242-0011).

12

Satish K

Belle Mead, NJ 08

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\$500.

VivaVe
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100033333



The Ma. T. and Fra.
Hoffm. Family Foundation
121 Tarry Trail Unit 1012
Athens, NY 12015-3707



\$50. check / contrib.

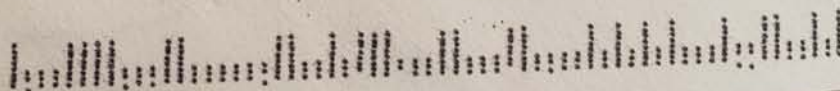
Viva Veggie Society, Inc.

P.O. Box 294

Prince Street Station

New York, NY 10012

\$50. check



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NG PROJECTS
AX, CA 94930

IAN

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1307 THIRD AVENUE NEW YORK CITY NEW YORK 10021



VIVA VEGIE
P.O. BOX
PRINCE ST.
N.Y.C., N.Y.
10013-2304

P.O. BOX 2

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ATTI BREITMAN • PUBLISHING PROJECTS
RALLY COURT • FAIRFAX, CA 94930



\$500.
Contrib. Viva Veggie
PO Box 294
Prince St. Station
New York, NY 10012



NALITH

NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING



Nalith Incorporated • 312 E. Southey Ave. • Altoona, PA 16602

~~\$100~~

VIVA Veggie
PO Box 2
Prince St.
N.Y., N.Y.

10012+0005

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PROMOTING VEGETARIAN AND ORGANIC LIVING

Nalith Incorporated • 11747 S.W. 99 Lane • Miami, Florida 33186



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VIVA U.
for
Print
New York
1001240007

N.Y. NY 10012

Food From Farm to Table



Candle 79
154 East 79th Street
New York City 10021

Candle Cafe
1307 Third Avenue
New York City 10021

Feb. 18 '05

~~\$5.00~~
~~Viva Vines~~

VIVA VEG.
P.O. BOX
PRINCE
N.Y.C., N.Y.

1001240005

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PROMOTING VEGETARIAN AND ORGANIC LIVING

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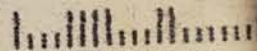


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06 NOV 2007

VIVA Vegie Society
POB 294
Prince St. Station
N.Y. NY 10012

10012+0005

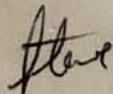


\$100.
check

Dear Friends,

I enclose renewal dues and/or donation for your organization, to help you continue your important work. If you don't already, I would like to request that you have copies of the enclosed pamphlet produced by the Christian Vegetarian Association available at your animal advocacy information tables, and you might find that the enclosed "Tasty Veg Recipes" is also helpful, because people are often very receptive to activists who ask, "Would you like some recipes and literature about vegetarianism?" The CVA booklets are 12 cents each, and Tasty Veg Recipes are 3 cents each.

Sincerely,



Stephen R. K.

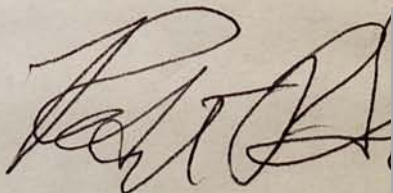
Vivia Veggie Society
P.O. Box 294
Prince Street Station
New York, NY 10012

Dear Pamela

In accordance with IRS regulations, please send me a ^{tax deductible} donation/contribution receipt for the \$500 enclosed to support the Veggie Pride Parade 2009. I hope that this years parade is successful, even more so than last year. If you could please send me some newspaper news reports on this years parade and a copy of this years program booklet. Also, a short report comparing this year to last year.

Sincerely
Robert R. Ir

Toledo, OH 43606-3005



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NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING

Nalith Incorporated • 312 E. Southey Ave. • Altoona, PA 16602



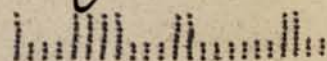
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\$2,000

VIVA Vegie Soc
PO Box 294
Prince st. sta
New York, N

10012+0005



NALITH

NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING



May 9, 2009

Viva Vegie Society

Dear Pamela,

\$2,000

The Nalith Board Of Directors has voted to send your organization a grant in the amount of \$2,000. We require a receipt within 30 days stating: A) you received these funds, and B) no goods or services were delivered to Nalith in exchange for the funds. Use the grant according to the terms of your request with the provision that Nalith grants are to be used solely for those specific purposes that relate to vegetarianism and organic agriculture.

If the funds granted are not the full amount requested, and the project(s) cannot proceed please contact us to discuss alternatives.

Our grant to your organization is to be used solely for the specific purposes that relate to vegetarianism and organic plant based agriculture.

Nalith Inc. funds may be applied only to a tax-exempt organization under section 501 (c) 3 of the Internal Revenue code. This grant is conditioned upon your being such an exempt organization, if not, or if the IRS revokes such exemption, you are required to repay this money in full. Our board of directors now requires that all applicants for grants must itself be a 501(c)(3) organization under Internal Revenue code. Your cooperation is appreciated.

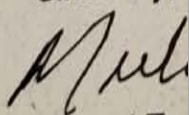
Please keep us advised of your progress and activities. We are confident you will accomplish your goals and fulfill your obligations so we can work together in the future.

The deadline to submit the next grant proposal is October 1, 2009. The Board Of Directors will convene to review all proposals in early November. The following paragraph must appear on all future Nalith grant requests:

"I certify: A) All Nalith funds previously received were spent according to the terms stated in our proposal as follows _____, and B) the contents of this request and its supporting documentation are true and correct." /x/ _____ Authorized Signature

Keep up the terrific work that you are all doing. THANKS.

Sincerely,


Michael Tull
President

\$200
donation
to Veggie
Pride
Parade

Samela,
Good Luck with
your Veggie Pride
Parade; Hope it
goes off well -
Send me a couple
e-mail pics if you
can.

Love & Peace
Judy



World Wildlife Fund

1250 Twenty-Fourth Street, NW
Washington, DC 20037
www.worldwildlife.org

Since its founding in 1961, World Wildlife Fund has effectively safeguarded hundreds of species and millions of acres of wildlife habitat -- an area more than twice the size of California. From equipping antipoaching teams to protecting national parks while helping to meet the needs of local people, no other international conservation organization has earned its reputation as WWF has -- from the ground up.

The person sending this card contributed to WWF's efforts to protect the world's endangered wildlife.

For more information about World Wildlife Fund, please call us at 1-800-CALL-WWF or contact our website at worldwildlife.org.

Original Art by Ching Walters


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recycled paper.



Bart Potenza

2/26/09

PAMOLA

THANK YOU FOR
YOUR ON GOING
COMMITMENT TO
ALL THINGS VEGAN
& GREEN.

I'll post your
SIGNS closer to
the DATE
AND I'll
HAVE A



MEMBER

The Humane Society of the United States®

(Received Paper,

~~MEMO CARDS~~ ~~3000~~

BUNCH OF MENUS &
LITERATURE FOR THE
EVENT & HOPEFULLY
A BANNER COMPILED
BY A COUPLE OF
TEAM MEMBERS.

MY BOOK GOT A
GREAT REVIEW IN THE
CURRENT "E" MAG.

MARCH/APRIL ISSUE.

KEEP "LOOKING",

Paul

PEACEFOOD CAFE
460 AMSTERDAM AVE
NY NY 10024

NEW YORK NY 100

25 APR 2009 PM 4 L

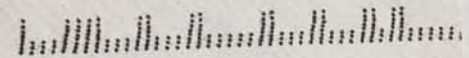
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VIVA VEGIE SOCIETY
1 UNION SQUARE WEST
SUITE # 512

NY NY 10003

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Belle Mead, NJ 08502-5544

Satish K [REDACTED]

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Belle Mead, NJ [REDACTED]

\$ 1,000 →
for M

VivaVeggie Society - Pamela
One Union Square West - Rr
New York, NY 10003

food give-
VPP-



Candle Cafe
1307 3rd Ave.
New York, NY 10021

~~\$1580.1~~

check

contrib.

VivaVeggie Society
P.O. Box 294
Prince St. Station
New York, NY 10012

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Nalith Incorporated • 11747 S.W. 99 Lane • Miami, Florida 33186



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10/29/02
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Belle Mead

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NEW

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Candle Cafe
1307 Third Ave
NY NY 10021

\$240 -
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11/1/09

VivaVeggie Society

~~new address, take note~~

P.O. Box 1447

New York, NY 10276

10276-1447

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**BIG
APPLE
VEGETARIANS**

145 Hicks Street, A-58
Brooklyn, NY 11201

\$50.

10/17/99

H. Pan,
Great article for SATYA.
Thanks.

I'm going to be in San Fran

Mia

Paid To: 12/99

during

the fundraiser,

Brooklyn, NY 11231-4029

but wanted to wish you lads
happy Halloween, & send
along a contrib. for the Center. Hope
to see it & you in real life soon!

All best Mia



CMC.

Trick or Treat for VivaVeggie!

A benefit for VivaVeggie's vegetarian center

Sponsored by **Big Apple Vegetarians**

**ANONYMOUS BENEFACTOR TO DONATE \$20 TO VIVAVEGIE'S
VEGETARIAN CENTER FOR EVERY PERSON WHO ATTENDS!**

**Enjoy: games • music by D. J. Ron Montano
best-costume contest • all-vegan food**

Menu: Roasted portabello mushrooms with kasha potato and herb stuffing • miso-glazed Japanese eggplant • green beans with sautéed cherry tomatoes • green salad w/ balsamic vinaigrette • rolls w/ white-bean spread

October 29, 1999 • 6:30 p.m. • \$20 admission

Location: Brownie's Café: 74 Trinity Place, 2nd floor, behind Trinity Church of Wall St.
Take the N, R, 1 and 9 to Rector Street or 2, 3, 4, 5 to Wall Street.

RSVP required: 212-715-8642



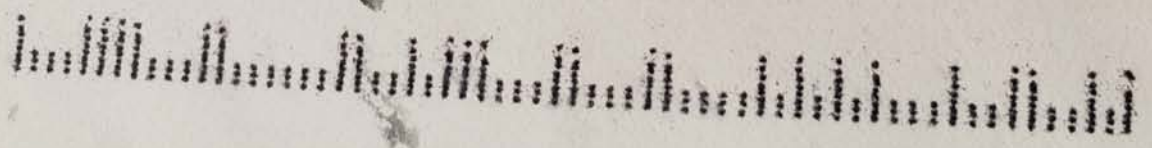
Mia
Brooklyn, NY



Viva Veggie Society
P.O. Box 294
Prince Street Station
New York, NY

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\$2880
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Viva Vege

PO Box 29

New York,

ARHAGAN/PCRM

5100 WL AVE NW #404

WASHINGTON DC 20016



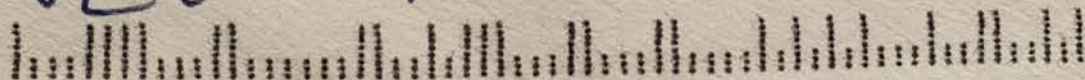
Ms. PAMELA RICE

VIVA VEGGIE SOCIETY INC.

P.O. Box 294

PRINCE STREET STA.

NEW YORK NY 10012



PCRM

P H Y S I C I A N S
C O M M I T T E E
F O R
R E S P O N S I B L E
M E D I C I N E

A.R. HOGAN
WRITERS GROUP COORDINATOR

5100 WISCONSIN AVENUE, NW
SUITE 404
WASHINGTON, DC 20007
(202) 686-2210, EXT. 333
FAX: (202) 686-2216
ARH@PCRM.ORG

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lantern
seek the light™

[REDACTED]
Brooklyn, NY 11231-4 [REDACTED]

Lova Veggie
PO Box
Prince St.
New York,

100% post-consumer paper

10012+0005 BOOK

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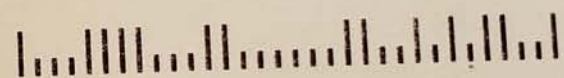
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\$100.- donation

Vegan
Outreach

table
2009

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VivaVeggie Society
PO Box 294
Prince St. Sta.
New York, NY 10012

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a well-fed world

greening diets. nourishing people. cooling the planet.

\$1,000.

Congratulations!
Viva Veggie Society
Veggie Pride Parade!

Food For Thought Grants
Sponsoring Kindness ~ Nourishing Community



Ms. Suzy Richardson

Satish K

Belle Mead,



awell-fedworld
815 Otis PI, NW, WDC 20010

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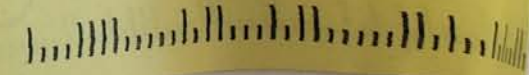
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VIVA VEGIE SOCIETY
PO Box 1447
Princeton
NJ

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NOTIFY SENDER OF NEW A
: VIVA VEGIE SOCIETY
PO BOX 1447
NEW YORK NY 10276-1447
BC: 10276144747 *221

10012+000510276@14



1012 0 1212 41A

Satish K

Belle Mead, N

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Pamela Rice
VivaVeggie Society
One Union Sq. West
Rm. 512
New York, NY 10003

10003+3303

Ms. Suzy Ri

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GRAND RAPIDS MI 493

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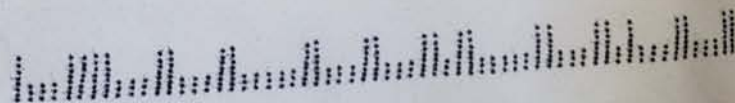


\$200.

Veggie Center of N.Y.C.
One Union Square W
Suite 512
New York, NY 10003



03/3303





GO VEGAN
VegFund, Inc

Gainesville, FL 32635



\$500.

VIVAVEGIE SOCIETY
ONE UNION SQ WEST Rm 512
NEW YORK, NY
10003

2011

PAID
FL 32635
NO JUN 2011

Direct
AWFW



Satish K:

Belle Mead NJ 085



USA FIRST-CLASS FORTY-ONE

VivaVeggie Society
One Union Square West
Rm. 512
New York, NY 10003

Feb
~~2010~~
2011

Y 10003

\$ 500



thanks!

From the desk of Dawn Moncrief, Founding Director
www.AFW.org • 202.495.1348 • dawn@AFW.org

\$500
Check
4-2-10

February 9, 2010

Dear Fellow Activist or Activist Group,

News of the superb work you do to stop animal suffering has been brought to our attention by someone in the AR community. We have enclosed a small "thank-you" and hopefully an encouragement for you to do more.

Please use this micro-gift to promote veganism in any way you choose. Let us know how you did.

All the best,

VegFund Team



Satish S. Kar

Belle Mead, NJ 08502

SOUTH JERSEY NJ 080

02 JUL 2011 PM 3 T



2011

Pamela Rice
VivaVeggie Society
One Union Sq. West
Rm. 512
New York, NY 10003

\$2,500.

Date 07/02/11 Name Satish S. Kar

\$15

101 Reasons Why I'm a Vegetarian

2004 EDITION of the



Ms. Janet Bloor
[Redacted]
New York NY 10009

ASPCA

to press. in ex-
or \$65, have your
name or your company's
name appear in the 16-page

For \$65, this space will be reserved for you to place your name or your company's name.

year. The VivaVeggie Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

Checks payable to VivaVeggie Society

Enclosed find \$65 (deadline: Thur., Nov. 18, 2004) to go toward the printing of "101 Reasons Why I'm a Vegetarian." in return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right.

Date NOV 1 Name JANET BLOOR

Address [Redacted] NYC

State NY Zip 10009 Phone [Redacted]

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 242-0011.

P.O. Box 294, Prince Street Station, New York, NY 10012
\$24/yr. • 360-579-2505 • (free sample)

Janet Bloor
Costume designer of
Penelo Pea Pod

Bernice & Howard,
Winnie & Jim Mrs. T. & Mrs. H.

☒ No changes. Same as last time.

\$65.-

ANIMAL PEOPLE

P.O. BOX 960

CLINTON WA 98236-0960



Facts • Statistics • Background • Contacts

News For People Who Care About Animals

Kim Bartlett

publisher

Merritt Clifton

editor

P.O. Box 960

Clinton, Washington 98236-0960

Telephone: 360-579-2505. Fax: 360-579-2575.

E-mail: anmlpepl@whidbey.com

World Wide Web: <http://www.animalpepl.org>

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com

ANIMAL PEOPLE



Phone (

Address

Date

name.

Vivavegie Society
help continue this
out."

asons Why
ian" alive!

Society needs \$2,400 in pledge
press. Only 6,000 copies of the
printing of this edition are left. I
change for a \$50 pledge, have
name or your company's name a

I pledge \$50 to the VivaVeggie Society toward the the reprint of the 1998 edition of "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In return, I am entitled to the box shape above for my name or my company's name. I understand that **I am not to pay any money now**, but will be contacted at production time.

Date 11-14-98 Name Kim Bartlett
(CALL AHEAD IF AFTER FEB. 15, 1999)

ANIMAL PEOPLE

P.O. BOX 960

City CLINTON WA State WA Zip 98236-0960

Address _____
Phone (important!): AREA CODE (360) NUMBER 579 2505

RETURN THIS FORM TO: THE VIVA VEGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 591-2914

1998 Edition 101 Reasons Why I'm a Vegetarian

CONTRIBUTE TO THE REPRINT OF THE 1998 EDITION OF THE "MIGHTY CONVINCER"

The 1998 edition of "101 Reasons Why I'm a Vegetarian" is due for a reprint early in 1999. The VivaVeggie Society needs \$2,400 in pledges to send it back to press. Only 6,000 copies of the first printing of this edition are left. In exchange for a \$50 pledge, have your name or your company's name appear

For a \$50 pledge, this space will be reserved for you to place your name or your company's name.

in the 16-page booklet. We plan to print 20,000 copies, which we expect will last until we go to press with a 5th revised edition in the year 2000. The VivaVeggie Society is calling on you to help continue this quest to "get the word out."

Keep "101 Reasons Why I'm a Vegetarian" alive!

I pledge \$50 to the VivaVeggie Society toward the the reprint of the 1998 edition of "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In return, I am entitled to the box shape above for my name or my company's name. I understand that I am not to pay any money now, but will be contacted at production time.

Date 12/6/98 Name Mia M
(CALL AHEAD IF AFTER FEB. 15, 1999)
Address _____ City Brooklyn State NY Zip 11231
Phone (important!): AREA CODE (718) _____

RETURN THIS FORM TO: THE VIVA VEGGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 591-2914

Hi Pam - Great news. I'm happy to do this. Also really liked your veggie pamphlet. Hope all goes well. Happy holidays! - Mia

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (646) 424-9393

press. Only
printing of
change for
name or y

Hi -
13 Nov 98
we will re-advertise, but
Dr. B. would like to know
more about how "M.C."
is distributed. Also, we
want 1999 ad to include
our Internet web site
(www.perm.org) pls.
-TIA, ar

For a \$50 pledge, this space will
be reserved for you to place your
name or your company's name.

is calling on you to help continue this
quest to "get the word out."

Keep "101 Reasons Why
I'm a Vegetarian" alive!

I pledge \$50 to the VivaVeggie Society toward the the reprint of the 1998 edition of "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In return, I am entitled to the box shape above for my name or my company's name. I understand that I am not to pay any money now, but will be contacted at production time.

Date 13 NOV. 1998 Name A.R. HOGAN (FOR AND OK'ED BY NEAL D. BARNARD, M.D.)
(CALL AHEAD IF AFTER FEB. 15, 1999)
Address 5100 WISCONSIN AVE. NW #404 City WASHINGTON State DC Zip 20016
Phone (important!): AREA CODE (202) NUMBER 686-2210 EXT. 308 arh@erols.com

RETURN THIS FORM TO: THE VIVA VEGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 591-2914

I pledge \$50 to the VivaVeggie Society toward the the reprint of the 1998 edition of "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In return, I am entitled to the box shape above for my name or my company's name. I understand that I am not to pay any money now, but will be contacted at production time.

Date 11/13/98 Name MARIANN S

(CALL AHEAD) Address [REDACTED] City NY State NY Zip [REDACTED]

Phone (important!): AREA CODE (212) NUMBER [REDACTED]

RETURN THIS FORM TO: THE VIVA VEGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 591-2914

SECOND NATURE
65 BROAD STREET
RED BANK, NJ 07701



I pledge \$50 to the VivaVegie Society toward the the reprint of the 1998 edition of "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In return, I am entitled to the box shape above for my name or my company's name. I understand that I am not to pay any money now, but will be contacted at production time.

Date 11/12/98 Name SECOND NATURE - NATURAL, ORGANIC, VEGETARIAN-ONLY FOODS
(CALL AHEAD IF AFTER FEB. 15, 1999)
Address 65 BROAD ST City RED BANK State NJ Zip 07701
Phone (important!): AREA CODE (732) NUMBER 747.6448

RETURN THIS FORM TO: THE VIVA VEGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 591-2914

*please change our sponsor box so this line is included - Thanks!!

101 Reasons

CONTRIBUTE TO THE REPRINT

The 1998 edition of "101 Reasons Why I'm a Vegetarian" is due for a reprint early in 1999. Society needs \$2,400 in pledges to see it into press. Only 6,000 copies of the first printing of this edition are left. In exchange for a \$50 pledge, have your name or your company's name appear

I pledge \$50 to the VivaVeggie Society to have my name or my company's name printed in the 1999 edition of "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In exchange, I am entitled to the box shape above for my name or my company's name. I understand that I am not to pay any money now, but will be contacted at production time.

Date 11/15/98 Name CANDLE CAFE INC. / JOY & BOB
(CALL AHEAD IF AFTER FEB. 15, 1999)
Address 1307-30th AVE. City N.Y.C. State N.Y. Zip 10021
Phone (important!): AREA CODE (212) NUMBER 472-0970 / FX. 212-472-7169

RETURN THIS FORM TO: THE VIVA VEGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 591-2914

WE'RE PAYING NOW.

getarian

"IGHTY CONVINCER"

plan to print 20,000 copies, I we go to press with a 5th 00. The VivaVeggie Society you to help continue this word out."

101 Reasons Why "getarian" alive!

101 Reasons Why I'm a Vegetarian

Contribute to the **Y2K REPRINT** of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due for a reprint immediately. The VivaVeggie Society needs all-new sponsors to send it back to press. Only 2,000 copies of the second printing of the current edition are left. In exchange for a \$50 pledge, have your name or your compa-

ny's name appear in the 16-page booklet. We plan to print another 20,000 copies, which we expect will last until we go to press with a revised edition in 2100. The VivaVeggie Society is calling on you to help continue this quest to get the word out. Keep the "101 Reasons" alive!

For a \$50 pledge, this space will be reserved for you to place your name or your company's name.

Enclosed find \$50 (deadline: Friday, March 24) to go toward the reprint of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right.

Date 3/21 Name NAVS
Address PO Box 72 City DOLGEVILLE
State NY Zip 13329 Phone (518) 568-7970

no changes. Same as my last ad.

could we ~~add~~ our

web page on the

phone line?

www.navs-online.org

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 414-9100

THANK YOU

PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE, INC. 5100 W. CONSIDER AVENUE, N.W. SUITE 400 WASHINGTON, DC 20016 (202) 86-2210

DATE	INVOICE NO.	COMMENT	AMOUNT	DISCOUNT	NET AMOUNT
01/18/2002	020118	101 Reasons Ad	50.00	0.00	50.00
CHECK: 014625 01/18/2002 Viva Veggie Society			TOTAL		50.00

Enclosed find \$50 (check # 014625 dated 01/18/2002)

101 Reasons Why I'm a Vegetarian

Contribute to the 8th printing

2001 EDITION of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due to be printed again—yes, already! The VivaVeggie Society needs all new sponsors to send it back to press. In exchange for \$50, have your name or your company's name appear in the 16-page booklet. We plan to print another 20,000 copies, which we expect will last for about a year. The VivaVeggie Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

For \$50, this space will be reserved for you to place your name or your company's name.

Enclosed find \$50 (deadline: Wed., Jan. 2, 2002) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right.

Date 1/9/02 Name NO. AMER. VEGETARIAN SOC

Address PO Box 72 City DOLGEVILLE

State NY Zip 13329 Phone (518) 568-7970

☒ No changes. Same as last time.

\$50 check

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (646) 424-9595

Thanks a lot, Deecee.

Strictly Roots
2058 Adam Clayton Powell Blvd
NY NY 10027



Viva Veggie Society
P.O. Box 294
Prince Street Station
NY NY 10012

Name. Type or clearly print the text you want to print.

Date

Name

Strictly Roots

☐ No changes. Same as my

Thanks a lot, Deecee.

50. end.
check

101 Reasons Why I'm a Vegetarian

Contribute to the **Y2K REPRINT** of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due for a reprint immediately. The VivaVeggie Society needs all-new sponsors to send it back to press. Only 2,000 copies of the second printing of the current edition are left. In exchange for a \$50 contribution, have your name or your company's name appear in the 16-page booklet. We plan to print another 20,000 copies, which we expect will last until we go to press with a revised edition in 2001. VivaVeggie is calling on you to help continue this quest to get the word out. Keep the "101 Reasons" alive!

For \$50, this space will be reserved for you to place your name or your company's name.

Enclosed find \$50 (deadline: Thurs., May 25) to go toward the reprint of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right.

Date _____ Name Strictly Roots

Address 2058 7th Ave City Harlem

State NY Zip 10027 Phone 212.864.8699

☐ No changes. Same as my last ad.

Return this form to the VivaVeggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212)

101 Reasons Why I'm a Vegetarian


Contribute to the **Y2K REPRINT** of the "mighty convincer"


"101 Reasons Why I'm a Vegetarian" is due for a reprint immediately. The VivaVeggie Society needs all-new sponsors to send it back to press. Only 2,000 copies of the second printing of the current edition are left. In exchange for a \$50 pledge, have your name or your compa-

For a \$50 pledge, this space will be reserved for you to place your name or your company's name.


ny's name appear in the 16-page booklet. We plan to print another 20,000 copies, which we expect will last until we go to press with a revised edition in 2100. The VivaVeggie Society is calling on you to help continue this quest to get the word out. Keep the "101 Reasons" alive!

\$50.
check

Enclosed find \$50 (deadline: Friday, March 24) to go toward the reprint of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right. 

Date 3/1 Name BOB G 

Address 

State CA Zip 94541 Phone 510 7 

☐ No changes. Same as my last ad.

Vegan for 101
reasons -- vegan
for life.

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 414-9100

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 414-9100


101 Reasons Why I'm a Vegetarian

Contribute to the **Y2K REPRINT** of the "mighty convincer"


"101 Reasons Why I'm a Vegetarian" is due for a reprint immediately. The VivaVeggie Society needs all-new sponsors to send it back to press. Only 2,000 copies of the second printing of the current edition are left. In exchange for a \$50 pledge, have your name or your compa-

For a \$50 pledge, this space will be reserved for you to place your name or your company's name.

ny's name appear in the 16-page booklet. We plan to print another 20,000 copies, which we expect will last until we go to press with a revised edition in 2100. The VivaVeggie Society is calling on you to help continue this quest to get the word out. **Keep the "101 Reasons" alive!**

Enclosed find \$50 (deadline: Friday, March 24) to go toward the reprint of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right. 

Date 2/14 Name _____

Address  Ms. Mia _____ ty _____

State Zip Brooklyn NY 11231- Phone _____

☐ No changes. Same as my last ad.

Lola & Mia

MacDonald

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 414-9100

H. Pam - Great work! I'm adding my name this time ok? -Mia

you saw the enclosed ad? Did I read about it in Viva Veggie?

\$50 paid

101 Reasons Why I'm a Vegetarian

Contribute to the **Y2K REPRINT** of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due for a reprint immediately. The VivaVeggie Society needs all-new sponsors to send it back to press. Only 2,000 copies of the second printing of the current edition are left. In exchange for a \$50 pledge, have your name or your company's name appear in the 16-page booklet. We plan to print another 20,000 copies, which we expect will last until we go to press with a revised edition in 2100. The VivaVeggie Society is calling on you to help continue this quest to get the word out. **Keep the "101 Reasons" alive!**

For a \$50 pledge, this space will be reserved for you to place your name or your company's name.

Enclosed find \$50 (deadline: Friday, March 24) to go toward the reprint of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right.

Date _____ Name Bernard G. [redacted]

Address _____ City New York

State NY Zip 10011 Phone 212-2 [redacted]

☐ Same as last time.

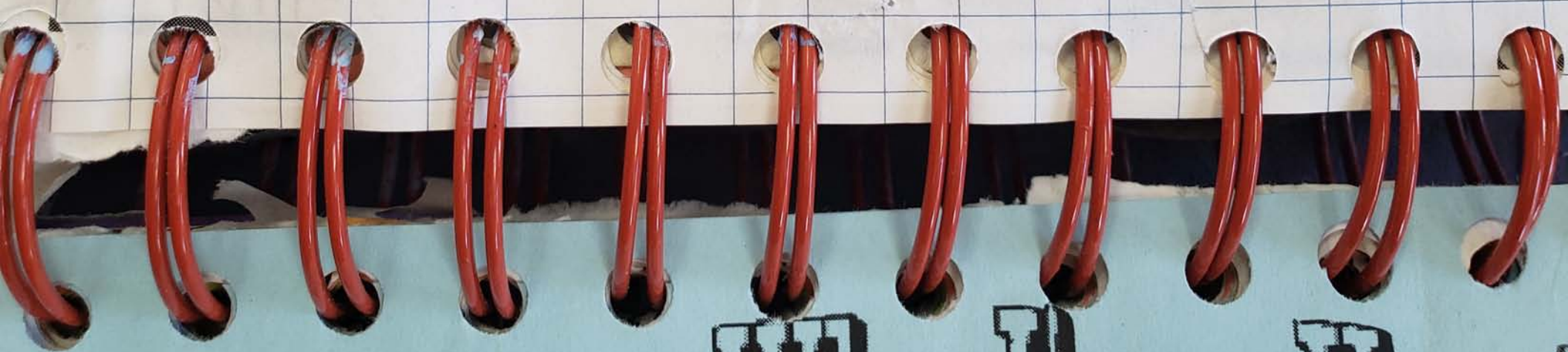
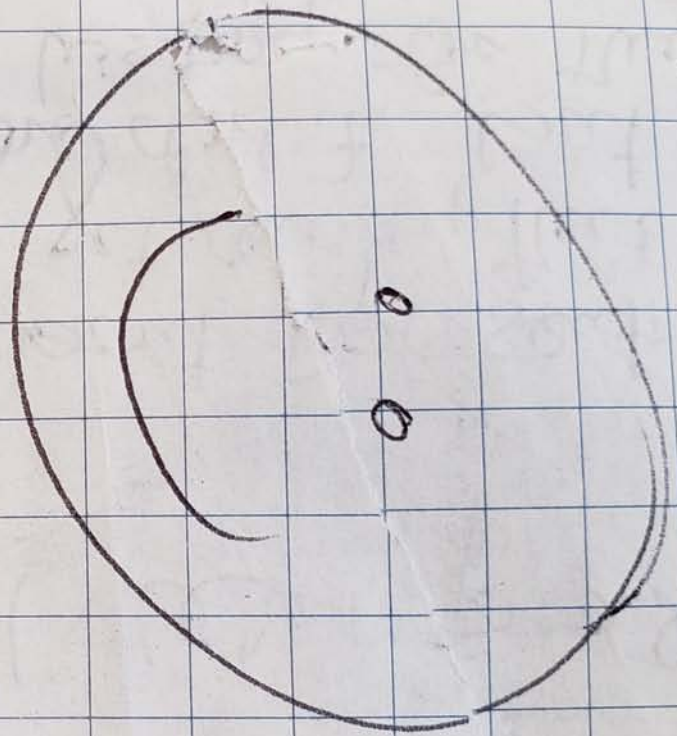
Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 414-9100

Hi I am -

Fantastic - 12th ed! We're proud to
be a part of it.

Toni's thinking about representing us
at Pride - I can't get away this year.
I don't know how you did it. But once again,
congrats on making history for the veggie
movement!
Missing you, Joan Z.

50 (deadline: March 19) to go toward the reprint of "101 Reasons Why I'm a
n, I am entitled to the box size/shape above for my own use



101 Reasons Why I'm a Vegetarian

Contribute to the **12th printing** **2009 EDITION** of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due to be printed again! We've almost run out.

The VivaVeggie Society needs all new sponsors to send it back to press. In exchange for \$70, have your name or your company's name appear in the

For \$70, this space will be reserved for you to place your name or your company's name.

16-page booklet. We plan to print another 20,000 copies, which we expect to last for

about a year. The VivaVeggie Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

Checks payable to VivaVeggie Society

Enclosed find \$70 (deadline: Tues., Apr. 21, 2009) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape, above, for my name or my company's name. [Type or clearly print the text you want at right.] ►

Date 4/13/09 Name Joan Zacharias & Tom Lyons

Address [redacted] City Tampa

State FL Zip [redacted] one 813 [redacted]

☒ No changes. Same as last time.

Tom Lyons & Joan Zacharias
"Animals are not edibles."
—Henry Spira

Return this form to: The VivaVeggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 242-0011.

101 Reasons Why I'm a Vegetarian

Contribute to the **12th printing** **2009 EDITION** of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due to be printed again! We've almost run out. 16-page booklet. We plan to print another 20,000 copies, which we expect to last for

The VivaVegie Society needs all new sponsors to send it back to press. In exchange for \$70, have your name or your company's name appear in the

For \$70, this space will be reserved for you to place your name or your company's name.

about a year. The VivaVegie Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

Checks payable to VivaVegie Society

Enclosed find \$70 (deadline: Tues., Apr. 21, 2009) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape, above, for my name or my company's name. [Type or clearly print the text you want at right.] ►

Date 4/1/09 Name Angela Barker - Farm Sanctuary

Address P.O. Box 150 City Weathers Glen

State NY Zip 14891 Phone 607-583-2225 x 256

☐ No changes. Same as last time.

A compassionate world begins with you. Visit Farm Sanctuary to see how you can help.

to eat vegetarian. VISIT:
Farm Sanctuary
- and see for yourself.
www.farmsanctuary.org
Rescue • Education • Advocacy

Farm Sanctuary, org
rescue • education • advocacy

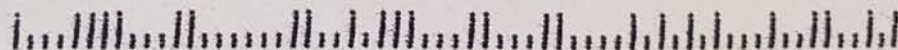
Return this form to: The VivaVegie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 242-0011.

arm S uary
O Box 150
Watkins Glen, NY 14891

STATES POSTAL

114 3 11 114 PB33769
2434 \$00.42⁰ APR 08
2712 MAILED FROM ZIP CODE 148

Pamela Rice
VivaVeggie Society
P.O. Box 294
Prince St. Sta.
New York, NY 10012





L I G E W E I L L
PRESIDENT • VEGANET

V E G E T A R I A N
AWARENESS NETWORK USA

COMMUNICATIONS CENTER
BOX 321 • KNOXVILLE TN 37901

1 - 8 8 8 - G O - V E G A N
4 2 3 - 5 5 8 - 8 3 4 3 • 5 0 0 - 6 7 7 - 8 3 4 3



TO

THE VIVA VEGIE SOCIETY
P.O. BOX 294
PRINCE STREET STATION
NEW YORK, NY 10012

The VivaVine • January / 1989

1998 101 Reasons Why I'm a Vegetarian

Contribute to the **1999 REPRINT** of the "mighty convincer"

The 1998 edition of "101 Reasons Why I'm a Vegetarian" is due for a reprint early in 1999. The VivaVeggie Society needs all-new pledges to send it back to press. Only 4,000 copies of the first printing of this edition are left. In exchange for a \$50 pledge, have your name or your company's

For a \$50 pledge, this space will be reserved for you to place your name or your company's name.

name appear in the 16-page booklet. We plan to print 20,000 copies, which we expect will last until we go to press with a fourth revised edition in the year 2000. The VivaVeggie Society is calling on you to help continue this quest to get the word out. Keep the "101 Reasons" alive!

I pledge \$50 to the VivaVeggie Society toward the reprint of the 1998 edition of "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In return, I am entitled to the box shape above for my name or my company's name. I understand that I am not to pay any money now but will be contacted at production time.

Date 2 - 13 - 99 Name VEGANET
(CALL AHEAD AFTER FEB. 15, 1999)
Address P.O. BOX 321 City KNOXVILLE State TN Zip 37901
Phone (important!) AREA CODE (888) NUMBER GO-VEGAN

RETURN THIS FORM TO: THE VIVAVEGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 591-2914

\$140.
rec'd

101 Reasons Why I'm a Vegetarian

12th printing

Contribute to the **2009 EDITION** of the "mighty co

"Why I'm a Vegetarian" is due 16-page booklet. We plan to p
We've almost run out. 20,000 copies, which we expect

Pam,
The Parade was
awesome!
Les

For \$70, this space will be re-
served for you to place your
name or your company's name.

about a year. The
Society is calling
help continue it
the word out. F
Reasons" alive!

FREE Recipes—VegKit.org
Get your free Veg Starter Kit
& Meatout Mondays
colorful eNewsletter!!

Checks payable to VivaVegie Society

Enclosed find deadline: Tues., Apr. 21, 2009) to go toward the printing of "101 Reasons
Why I'm a Vegetarian." In return, I am entitled to the box size/shape, above, for my name or my company's
name. [Type or clearly print the text you want at right.] ►

Date 4/5/09 Name Dawn/FARM
Ashburton Lane
Address 10101 City BETHESDA
State MD Zip 20817 Phone 201-530-1737

☒ No changes. Same as last time.

ONLY 2 though

Return this form to: The Viva Vegie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 242-0011.

Animal Rights Conference
Every Summer
www.ARCConference.ORG
www.FARMUSA.org

101 Reasons Why I'm a Vegetarian

Contribute to the **13th printing** **2011 EDITION** of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due to be printed again! We've almost run out. The VivaVeggie Society needs all new sponsors to send it back to press. In exchange for \$75, have your name or your company's name appear in the 16-

For \$75, this space will be reserved for you to place your name or your company's name.

help our vitally important quest to educate the public. Keep the "101 Reasons" alive!

Checks payable to VivaVeggie Society

Enclosed find \$75 (deadline: Fri., Apr. 15, 2011) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape, above, for my name or my company's name. [Type or clearly print the text you want at right.] ►

Date 4-20-11 Name Joan Zacharias

Address Tampa

State FL Zip

☒ No changes. Same as last time.

Return this form to: The Viva Veggie Society, P.O. Box 1447, Cooper Sta, New York, NY 10276 • (212) 242-0011.

[NOTE: NEW ADDRESS]

Tom Lyons & Joan Zacharias

"Animals are not edibles."

—Henry Spira

Phone (important!): AREA CODE () NUMBER



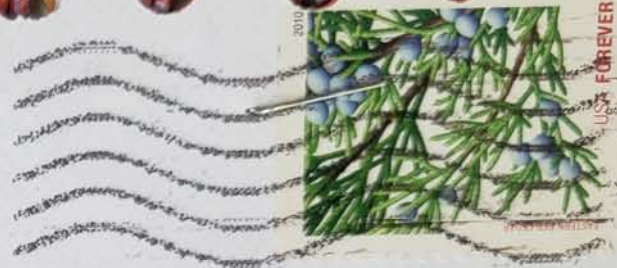
Ms. Joan Zacharias

EVERY ANIMAL DESERVES A HOME

TAMPA FL 335

ST. PETERSBURG FL

21 APR 2011 PM 5 T



\$75

2011 / ~~101R~~

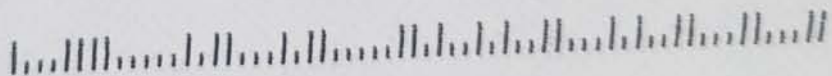
VivaVeggie Society

HOME OF 101 REASONS WHY I'M A VEGETARIAN

P.O. Box 1447

Cooper Sta.

New York, NY 10276



Thank You so much
for all your hard work &
devotion to 101 Reasons
You are such a great
inspiration.

Love
Helayna

Sunset over the Ocean from an unidentified series, (detail) late Meiji era, 1905
Artist Unidentified, Japanese Signed: Isono, Japanese, dates unknown
Place of Creation: Japan. Color lithograph;
ink and metallic pigment on card stock. Overall: $3\frac{7}{8} \times 5\frac{7}{8}$ in.
Museum of Fine Arts, Boston. Leonard A. Lauder
Collection of Japanese Postcards, 2002.1414



Helayne G [REDACTED]

DETROIT MI 482

23 APR 2007 PM 9 T

T [REDACTED]

180

\$ 300.

101 Reasons Why I'm a Vegetarian

Contribute to the **13th printing** **2011 EDITION** of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due to be printed again! We've almost run out. The VivaVeggie Society needs all new sponsors to send it back to press. In exchange for \$75, have your name or your company's name appear in the 16-

For \$75, this space will be reserved for you to place your name or your company's name

Leigh & Helayne Gaither

veggie Pride Parade. Please help our vitally important quest to educate the public. Keep the "101 Reasons" alive!

Checks payable to VivaVeggie Society

Enclosed find ~~\$75~~ ^{\$150} (deadline: Fri., Apr. 15, 2011) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shap, above, for my name or my company's name. [Type or clearly print the text you want at right.] ►

Date 3/8/11 Name Leigh & Helayne Gaither

Address

State MI Zi

☒ No changes. Same as last time.

Return this form to: The Viva Veggie Society, P.O. Box 1447, Cooper St New York, NY 10276 • (212) 242-0011.
[NOTE: NEW ADDRESS]

Phone (important!): AREA CODE () NUMBER



Helayne Gaither

METROPLEX MI 480

03 MAR 2011 PM 7 T



VivaVeggie Society

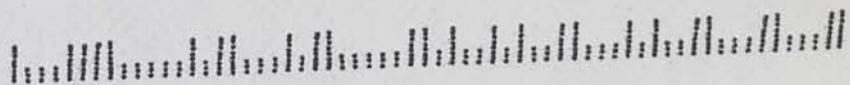
HOME OF 101 REASONS WHY I'M A VEGETARIAN

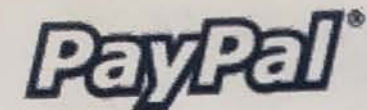
P.O. Box 1447

Cooper Sta.

New York, NY 10276

10276+1447





1 box

Packing Slip

Ship To: Celia H [REDACTED]

Address: [REDACTED]

Email: [REDACTED]

Ship From: VivaVeggie Society
<http://www.vivavegie.org>

Address: P.O. Box 294
Prince St. Sta.
New York, NY 10012
United States

Email: pamela@vivavegie.org

Transaction ID: 2GL94360JY0470731

Description	Options	Qty	Price
Sponsorship box in the 2007 pamphlet edition of "101 Reasons Why I'm a Vegetarian." (\$2 addition to cover PayPal fees)		1	\$67.00 USD



Packing Slip

Ship To: Tricia Ri [REDACTED]

Address: No Address Provided

Email: [REDACTED]

sanctuary.org

Ship From: VivaVegie Society
<http://www.vivavegie.org>

Address: P.O. Box 294
Prince St. Sta.
New York, NY 10012
United States

Email: pamela@vivavegie.org

2 boxes for
Farm Sanctuary

Transaction ID: 67225529MT295704S

Description

Sponsorship box in the 2007 pamphlet edition of "101 Reasons Why I'm
a Vegetarian." (\$2 addition to cover PayPal fees)
a Vegetarian." (\$2 addition to cover PayPal fees)

Options	Qty	Price
	2	\$134.00 USD
		USD

Shipping & Handling: \$0.00 USD
Total: \$134.00 USD
This is not a bill.



1 box

Packing Slip

Ship To: Cheryl H [redacted]

Address: [redacted] t

New York, NY 10025
United States

Email: chery [redacted].com

Ship From: VivaVegie Society
<http://www.vivavegie.org>

Address: P.O. Box 294
Prince St. Sta.
New York, NY 10012
United States

Email: pamela@vivavegie.org

Transaction ID: 5N545417W87700315

Description	Options	Qty	Price
Sponsorship box in the 2007 pamphlet edition of "101 Reasons Why I'm a Vegetarian." (\$2 addition to cover PayPal fees)		1	\$67.00 USD

101 Reasons Why I'm a Vegetarian

Contribute to the 11th printing 2007 EDITION of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due 18-page booklet. We plan to print another to be printed again! We've almost run out. 20,000 copies, which we expect to last for

The VivaVeggie Society needs all new sponsors to send it back to press. In exchange for \$65, have your name or your company's name appear in the

For \$65, this space will be reserved for you to place your name or your company's name.

about a year. The VivaVeggie Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

Checks payable to VivaVeggie Society

Enclosed find \$65 (deadline: Fri., Apr. 20, 2007) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape, above, for my name or my company's name. [Type or clearly print the text you want at right.] ▶

Date 4/14/07 Name _____

Address _____

State _____

Ms. Jean A. T

Cliffside Pk, NJ 07010

4514

☐ No changes. Same as last time.

The book version
is the most informative,
~~and~~ hard hitting rationale

Return this form to: The VivaVeggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 242-0011.

for vegism I have ever read,

Address _____

101 Reasons Why I'm a Vegetarian

Contribute to the 11th printing

2007 EDITION of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due to be printed again! We've almost run out.

The VivaVeggie Society needs all new sponsors to send it back to press. In exchange for \$65, have your name or your company's name appear in the

For \$65, this space will be reserved for you to place your name or your company's name.

16-page booklet. We plan to print another 20,000 copies, which we expect to last for

about a year. The VivaVeggie Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

Checks payable to VivaVeggie Society

Enclosed find \$65 (deadline: Fri., Apr. 20, 2007) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape, above, for my name or my company's name. [Type or clearly print the text you want at right.] ▶

Date 4-4-07 Name Animal Friendly NYC

Address [redacted] 31 City NY, NY 10025

State _____ Zip _____ Phone 212- [redacted]

☐ No changes. Same as last time.

Text to come

Return this form to: The VivaVeggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 242-0011.

101 Reasons Why

Contribute to the

11th printing

2007

"101 Reasons Why I'm a Vegetarian" is due to be printed again! We've almost run out. The Viva Vegetarian Society needs all new members and it's back to \$65, complete with a copy of the book. For \$65, this is served for you. Name or your

*Pamela -
Congrats on
the new
edition!*

Enclosed

Fri., Apr. 2

Why I'm a Vegetarian

I am entitled to the

name. [Type or clearly

text you want at right

Date _____ Name _____

Peace begins in the kitchen.
Go vegetarian!

the rate City _____

68

vertical
oligop
a few
compa

P.O. Box 2

101 Reasons Why I'm a Vegetarian

Contribute to the 11th printing 2007 EDITION of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due | 16-page booklet. We plan to print another to be printed again! We've almost run out. | 20,000 copies, which we expect to last for

The VivaVeggie Society needs all new sponsors to send it back to press. In exchange for \$65, have your name or your company's name appear in the

For \$65, this space will be reserved for you to place your name or your company's name.

about a year. The VivaVeggie Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

Checks payable to VivaVeggie Society

Enclosed find \$65 (deadline: Fri., Apr. 20, 2007) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape, above, for my name or my company's name. [Type or clearly print the text you want at right.] ▶

Date 4/5/07 Name Nancy K. [redacted]

Address [redacted] NY

State NY Zip 10009 Phone 212 505-8705

☐ No changes. Same as last time.

R.O.A.R.!! Hear our animal lib/vegan radio

www.goroad.blogspot.com

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 242-0011.

Hi Pam - Please call or email if there's a question
Thanks! Nancy [redacted] @hotmail.com

R.O.A.R.! vegan radio
~~listen: ~~www~~~~ listen:
www.goroad.blogspot.com
comment:
animal_rts@hotmail.com

DID YOUR
FOOD
HAVE A
FACE?

PETA GoVeg.com



KFC Cruelty
We do chickens wrong



PETA KentuckyFriedCruelty.com



FREE
VEGETARIAN STARTER KIT

with recipes:
Call 1-888-VEG-FOOD
or visit GoVeg.com



Name

State

Zip

10024



Ms. Nancy [redacted]
 New York, NY 10009



NEW YORK NY 100

05 APR 27 PM 5 T



Animals in Laboratories



Unseen
 They Suffer

Unheard
 They Cry

In Agony
 They Linger

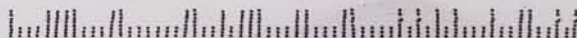
In Loneliness
 They Die

People for the
 Ethical Treatment of Animals
www.peta-online.org

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



10012+0005 B005



1998 Edition

101 Reasons Why I'm a Vegetarian

Contribute to the next edition of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due for a new printing in 1998. The VivaVeggie Society needs \$2,400 in pledges to send it back to press. Only 4,000 copies of the 1996 edition are left.

In exchange for a \$50 donation, have your name or your compa-

ny's name appear in the flyer. We plan to go to press with 20,000 copies, which will last for about two years. More than ever before, the VivaVeggie

Society is calling on you to help. Please make this contribution.

Keep "101 Reasons Why I'm a Vegetarian" alive.

For a \$50 pledge, this space will be reserved for you to place your name or your company's name.

I pledge \$50 to the VivaVeggie Society toward the 1998 edition of "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In return, I am entitled to the box shape above for my name or my company's name. I understand that I am not to pay any money now, but will be contacted at production time.

Date 10/23/97 Name CANDLE CAFE RESTAURANT
(CALL AHEAD IF AFTER JAN 15, 1998)
Address 1307-3RD AV. City N.Y.C. State N.Y. Zip 10021
Phone (important!): AREA CODE (212) NUMBER 472-0970

RETURN THIS FORM TO: THE VIVA VEGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 966-2060

Address

Hi! BJS

A friend gave me your "101 Reasons Why I'm a Vegetarian." I showed it to my 17 year-old son who read it and was immediately converted. Thanks.

Dorothy R. Brown, Bryn Athyn, Penn.

All we can say about vegetarian societies is "VivaVegle is the society to support if you're only supporting one!"

Stan and Rhoda Sapon

Rochester Area Vegetarian Society

Originally, my reasons for switching to vegetarian foods were health-based. Now, after reading about the atrocities committed in the meat-packing industry in your "101 Reasons Why I'm a Vegetarian" I'm sickened by what goes on. Many people simply have no idea how that innocent package of hamburger got to the supermarket.

Beth Quimby, Holland, Mich.

FROM:

VivaVegle Society
P.O. Box 294
NY, NY 10012

TO:

Richard Sc

Staten Island NY 10314



Don't let "10 Reasons Why I'm a Vegetarian" go out of print!

Sabina & Daughter

Antiques
Baltimore MD

410-2

Phone (important) ()

Please change my box to read:

NEW JERSEY ANIMAL RIGHTS ALLIANCE

732-4- [REDACTED]

Thanks
Bill

Thank you
out

I pledge \$50 to the VivaVeggie Society toward the 1998 edition of "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In return, I am entitled to the box shape above for my name or my company's name. I understand that I am not to pay any money now, but will be contacted at production time.

Date 9-8-97 Name BILL AL [REDACTED]
(CALL AHEAD IF AFTER JAN 15, 1998)

Address [REDACTED] State NJ Zip 07009

Phone (important!): AREA CODE (973) NUMBER 2 [REDACTED]

RETURN THIS FORM TO: THE VIVA VEGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 966-2060

1998 Edition

101 Reasons Why I'm a Vegetarian

Contribute to the next edition of the "mighty convincer"

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Date 9/12/97 Name CRAIG + CHERIE

(CALL AHEAD IF AFTER JAN 15, 1998)

Address _____ City SALEM State OR Zip 97304

Phone (important!): AREA CODE (503) NUMBER 36

RETURN THIS FORM TO: THE VIVA VEGGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 966-2060

The VivaVine • September / October 1997 • 7

Hi Pamela, I love the "101 Reasons" and hand it out all the time, including it with EARTHSAVE materials.

We're looking forward to helping you again. We'll probably use the same "50 years" as before. (P)

1998 Edition

101 Reasons Why I'm a Vegetarian

Contribute to the next edition of the "mighty convincer"

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For a \$50 pledge, this space will be reserved for you to place your name or your company's name.

Keep "101 Reasons Why I'm a Vegetarian" alive.

I pledge \$50 to the VivaVeggie Society toward the 1998 edition of "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In return, I am entitled to the box shape above for my name or my company's name. I understand that I am not to pay any money now, but will be contacted at production time.

Date 11/14/97 Name _____

(CALL AHEAD IF AFTER JAN 15, 1998)



Mia Ma

Brooklyn, NY 11231

City

State

Zip

Address _____

Phone (important!): AREA CODE (718) NUMBER 601-1111

RETURN THIS FORM TO: THE VIVA VEGGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 966-2060

The VivaVine • November / December 1997 • 9

Hi Pam -
Hope you're
well!
Love
me
no
50¢.
D Mia

Pamela ~

I hope this note finds
you & the Vna Vegie Clan
doing well.

Thank you so much
for your hardwork &
efforts.

Love

\$200 -
donation we
will earmark
for the "101 Reas"
rec'd 11/13/97

Helayne

1998 Edition 101 Reasons Why I'm a Vegetarian

Contribute to the next edition of the "mighty convincer"

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ANIMAL PEOPLE

P.O. BOX 960

Date 12-9-97 Name CLINTON WA 98236-0960

(CALL AHEAD IF AFTER JAN 15, 1998)

Address _____ City _____ State _____ Zip _____

Phone (important!): AREA CODE (360) NUMBER 579 2505

RETURN THIS FORM TO: THE VIVAVEGIE SOCIETY, P.O. BOX 294, PRINCE STREET STATION, NEW YORK, NY 10012 (212) 966-2060

VivaVeggie is coming out with a 1998 edition of "101 Reasons Why I'm a Vegetarian" ...as long as we have the funding. You can help "101 Reasons" stay in print. PLEDGE NOW TO DONATE \$50 WHEN WE GO TO PRESS (in February of 1998) ...and have your name or your company's name printed on the flyer. We plan to go to press with 20,000 copies which will last us about 2 years. More than ever, the VivaVeggie Society is calling on you to help. Please pledge your support and keep "the mighty convincer" alive. **Inquiries:** 212/966-2060 before 7 p.m.

I WANT TO PLEDGE !

Date 11/26 Name MARGE F [REDACTED]

Address [REDACTED]

City Littleton State CO Zip 80123

Phone (important) (303) 9 [REDACTED]

Return this card to: The VivaVeggie Society, P.O. Box 294, Prince St. Sta., New York, New York 10012

I would like to pledge Also towards the rest

101 Reasons...

Date: Jan 2 '98 Name: Greg M [REDACTED]

Address: [REDACTED] Dove Canyon, CA 92679

Phone: 714.4 [REDACTED]

I WANT TO PLEDGE!

Date: 10/17/97 Name: BOB GOTCH

Address: 71986 MAIN ST

VivaVeggie is coming out with a 1998 edition of "101 Reasons Why I'm a Vegetarian"...as long as we have the funding. You can help "101 Reasons" stay in print. PLEDGE NOW TO DONATE \$50 WHEN WE GO TO PRESS (in February of 1998) ...and have your name or your company's name printed on the flyer. We plan to go to press with 20,000 copies which will last us about 2 years. More than ever, the VivaVeggie Society is calling on you to help. Please pledge your support and keep "the mighty convincer" alive. **Inquiries:** 212/966-2060 before 7 p.m.

I WANT TO PLEDGE !

Date 10/17/97 Name BOB G

Address

City HAYWARD State CA Zip

Phone (important) (510) 7

Return this card to: The VivaVeggie Society, P.O. Box 294, Prince St. Sta., New York, New York 10012

Contribute to the "mighty convincer"

[COMMENTS FROM FANS OF "101 REASONS WHY I'M A VEGETARIAN"]

["101 Reasons Why I'm a Vegetarian" MESSAGE BOARD]

[VivaVeggie WEBSITE]

1998 Edition 101 Reasons Why I'm a Vegetarian

Contribute to the next edition of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due for a new printing in 1998. The VivaVeggie Society needs \$2,400 in pledges to send it back to press. Only 4,000 copies of the 1996 edition are left as of August 1997.

In exchange for \$50, have your name or your company's name appear in the flyer. We plan to go to press with 20,000 copies, which will last for about two years. More than ever before, the VivaVeggie Society is calling on you to help. Please make this contribution. Keep "101 Reasons Why I'm a Vegetarian" alive.

If you would like to see a hard-copy edition before pledging, please send \$1 plus self addressed stamped envelope to the VivaVeggie Society, P.O. Box 294, Prince St. Sta., New York, NY 10012.

I pledge \$50 to the VivaVeggie Society toward the 1998 edition of "101 Reasons Why I'm a Vegetarian"--a press run of 20,000 copies. In return, I am entitled to a 2" wide by 3/4" high boxed area

for my name or my company's name printed in the flyer. (Anonymous donations are certainly acceptable as well as those for more than \$50.) I understand that I am not to pay any money now, but will be contacted at press time.

Name:	*PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE
Address:	*5100 WISCONSIN AVENUE NW, #404
City:	*WASHINGTON
State, Zip:	*DC, 20016 ATTN: MICHAEL J. MURPHY
Tel. No.:	*202-686-2710 EXTENSION 309

Return this form to:

The VivaVeggie Society
P.O. Box 294
Prince Street Station
New York, NY 10012-0005
(212) 966-2060

CALL AHEAD if after February, 1998.

"101 Reasons Why I'm a Vegetarian" is distributed in a number of ways:

VivaVeggie is coming out with a 1998 edition of "101 Reasons Why I'm a Vegetarian" ...as long as we have the funding. You can help "101 Reasons" stay in print. PLEDGE NOW TO DONATE \$50 WHEN WE GO TO PRESS (in February of 1998) ...and have your name or your company's name printed on the flyer. We plan to go to press with 20,000 copies which will last us about 2 years. More than ever, the VivaVeggie Society is calling on you to help. Please pledge your support and keep "the mighty convincer" alive. **Inquiries:** 212/966-2060 before 7 p.m.

I WANT TO PLEDGE !

Date 1/23/98 Name David S
Address
City Oakland State CA Zip 94602
Phone (important) (510) 5

Return this card to: The VivaVeggie Society, P.O. Box 294, Prince St. Sta., New York, New York 10012

Green Vision
Suzy A. Richardson

Hangawi
12 E. 32nd St. NYC

"101 Reasons Why I'm a Vegetarian" is due to be printed again very soon. The VivaVeggie Society needs all new sponsors to send it back to press. Only 2,000 copies of the current edition are left. In exchange for \$50, have your name or your company's name

For \$50, this space will be reserved for you to place your name or your company's name.

Why I'm a Vegetarian

PRINTING of the "mighty convincer"

appear in the 16-page booklet. We plan to print another 20,000 copies, which we expect will last for about a year. The VivaVeggie

Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

Enclosed find \$50 (deadline: Friday, June 8) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right.

Date 5/8 Name Suzy Richardson

Address Saugatuck

State Mi Zip 49453 Phone 616

☒ No changes. Same as last time.

Green Vision

Suzy Richardson

616

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (646) 424-9595

Hi Pam, Hope everything is good with you.

State MD Zip 20817 Phone 301-897-9666

www.veganonly.com

Check \$50

add phone #

Joe Passaretti

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202-686-2210 • www.govegetarian.org
**Physicians Committee
for Responsible Medicine**
WASHINGTON, D.C.

Norma Ramos, Esq.

during. Not biologically worthy of
being a broiler and with no
law to protect him, he will be dis-
posed-of in the least expensive way
that hatching operations can de-
vise. Most commonly, the industry
will throw him into a bag with a
thousand other male chicks to
slowly die by suffocation.

54 Though believed to be a
panacea for our time, fish
farming, or aquaculture, is even
more disruptive to the environ-
ment than fishing the seas. ■ The

found that 95 percent of tu-
explore to gain, a known
carcinogen comes from consum-
ing red meat, fish and dairy prod-
ucts. Later, chicken and eggs were
added to the list. Dioxin builds cu-
mulative in fatty tissue. The only
way to flush it out is through rig-
orous fasting or via lactation.
When a batch of dioxin-contami-
nated soybean feed entered the
food chain in 1997, the FDA set
limits on concentration at one part
per trillion. If all animal foods

SUN 13-05-2001

Enclosed find \$50 (deadline: Friday, June 8) to go toward the printing of "121 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right. ☺

Date 16 MAY 2001 Name AR HOGAN/PCRM

Address 5100 W1 AVENUE #400 City WASHINGTON

State DC Zip 20016 Phone 202-686-2210
EXT. 308

☐ No changes. Same as last time.

CHANGE WEB ADDRESS TO :

WWW.PCRM.ORG

Return this form to: The Viva Vegie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (646) 924-9595

Check \$50.-

101 Reasons Why I'm a Vegetarian


Contribute to the **2001 PRINTING** of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due to be printed again very soon. The VivaVeggie Society needs all new sponsors to send it back to press. Only 2,000 copies of the current edition are left. In exchange for \$50, have your name or your company's name

For \$50, this space will be reserved for you to place your name or your company's name.

appear in the 16-page booklet. We plan to print another 20,000 copies, which we expect will last for about a year. The VivaVeggie

Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

Enclosed find \$50 (deadline: Friday, June 8) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right. 

Date 5/2/01 Name GLEN AND JOAN B.

Address 357 City BRENTWOOD

State NY Zip 11717 Phone 212-5

☒ No changes. Same as last time.

\$50.-
check

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 (646) 424-9595

State MD Zip 20817 Phone 301-897-9666

www.vegansociety.com

101 Reasons Why I'm a Vegetarian


Contribute to the **2001 PRINTING** of the "mighty convincer"

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Enclosed find \$50 (deadline: Friday, June 8) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right. 

Date 4/25/01 Name Norbert B.

Address [redacted] City Bethesda

State MD Zip [redacted] Phone 301-89 [redacted]

☐ No changes. Same as last time.

Board games to entertain
and educate.

www.veganopoly.com

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (646) 424-9595

Please send a receipt. -N

\$50. - check

101 Reasons Why I'm a Vegetarian

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Enclosed find \$50 (deadline: Friday, June 8) to go toward the printing of "101 Reasons Why I'm a Vegetarian". Please place the enclosed money in the space above for my name or my company's name.

ANIMAL PEOPLE

News For People Who Care About Animals

Merritt Clifton **Kim Bartlett**

Editor

Publisher

P.O. Box 960

Clinton, Washington 98236-0960

Telephone: 360-579-2505

Fax: 360-579-2575

E-mail: anmlpepl@whidbey.com

Archives online: www.animalpeoplenews.org



☒ No changes. Same as last time.

\$50.00
check

Station, New York, NY 10012 • (646) 424-9595

April 5, 2001

The Viva Vegie Society
P.O. Box 294
Prince St. Station
New York, NY 10012

Paid

✓

✗

*from
Alison E.
Stanley*

Dear Viva Vegie Society,

Enclosed please find a donation in honor of the upcoming birthday of our friend, Evelyn Gr. We would like this donation to go toward your next edition of "101 Reasons." We would also like to have Evelyn's name and birthday acknowledged on the flyer, whenever the time comes to do that.

In the meantime, we would greatly appreciate your sending Evelyn a notice that a donation has been made to the Viva Vegie Society in honor of her birthday. Please send any notice that you might have available to:

*\$50
check*

Ms. Evelyn Gr.

West Hollywood, CA 90048-2

Thank you for honoring this request, and for your wonderful publications.

Sincerely,

AS

PG

Alison St
(310) 293

Priscilla G

Viva Veggie Society, Inc.

HOME OF "101 REASONS WHY I'M A VEGETARIAN"

July 3, 2003

American Vegan Society
P.O. Box 369
Malaga, NJ 08328

Invoice:

\$55 for one sponsorship box in

"101 Reasons Why I'm a Vegetarian"

PAID

JUL - 9 2003

4308

paid
\$55.00
same box

101 Reasons Why I'm a Vegetarian

Contribute to the **12th printing** **2009 EDITION** of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due to be printed again! We've almost run out.

The VivaVeggie Society needs all new sponsors to send it back to press. In exchange for \$70, have your name or your company's name appear in the

For \$70, this space will be reserved for you to place your name or your company's name.

16-page booklet. We plan to print another 20,000 copies, which we expect to last for about a year. The VivaVeggie Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

Checks payable to VivaVeggie Society

Enclosed find \$70 (deadline: Tues., Apr. 21, 2009) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape, above, for my name or my company's name. [Type or clearly print the text you want at right.] ▶

Date _____ Name Suzy Richardson

Address _____ City _____

State _____ Zip _____ Phone 269-8

☐ No changes. Same as last time.

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 242-0011

I am, I know it is late but for next time - Call when in Chicago - I would love to see you. Peace Suzy

Suzy Richardson
GREEN VISION

across the
exemption
co. be
in
Adm

101 Reasons Why I'm a Vegetarian


Contribute to the **9th printing** **2003 EDITION** of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due to be printed again—yes, already! The VivaVeggie Society needs all new sponsors to send it back to press. In exchange for \$55, have your name or your company's name appear in the 16-

For \$55, this space will be reserved for you to place your name or your company's name.

page booklet. We plan to print another 20,000 copies, which we expect will last for about a year. The VivaVeggie Society is calling on you to help continue its quest to get the word out. Keep the "101 Reasons" alive!

Checks payable to VivaVeggie Society

Enclosed find \$55 (deadline: Tues., Jul. 15, 2003) to go toward the printing of "101 Reasons Why I'm a Vegetarian." In return, I am entitled to the box size/shape above for my name or my company's name. Type or clearly print the text you want at right. 

☒ No changes. Same as last time.

Date 6/27 Name Mia Ma

Address [redacted] City Bklyn

State NY Zip 11231 Phone 7186

Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 871-9304.

101 Reasons Why I'm a Vegetarian

Contribute to the **12th printing**

2009 EDITION of the "mighty convincer"

"101 Reasons Why I'm a Vegetarian" is due to be printed again! We've almost run out. 16-page booklet. We plan to print another 20,000 copies, which we expect to last for

The VivaVeggie Society needs all new sponsors to send it back to press. In exchange for \$70, have your name or your company's name appear in the

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Checks payable to VivaVeggie Society

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Date _____ Name _____

Address _____ City _____

Phone _____

☐ No changes. Same as last time.

Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 242-0011.

Stacey Harris
SALUTES
Abe the Giant Yelling Cat

Ram and Alan

Wishing you all the
joys of the holiday
season.

\$100
check
Greenvision
Fund

Merry Christmas
and
Keep up the good work
Buzzy to [redacted]



Ms. Suzy L.

Saugatuck, MI 49453



HAPPY
WHO-LLY
from the
US Postals



The Viva Veggie Society
PO Box 294
Prince Street Station
New York, NY 10012-0005



0005

