



## 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 passionate human spirit bursting out. Enjoy the inspiration.



**MICROSOFT MATCHING GIFTS PROGRAM**

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



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



# 000012874



Address Service Requested

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 V  
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

paid check

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: \_\_\_\_\_ State: NY Zip: 10025  
Phone number: 212-6 \_\_\_\_\_ Comments: sounds great. You are amazing.

ert Banholzer

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

Seattle WA 98103-8412

~~\$~~ 2,780.1

VIVA VEC  
PRINCE  
P.O. B  
NEW YO

I want to contribute to...

En

Friend  
iva'

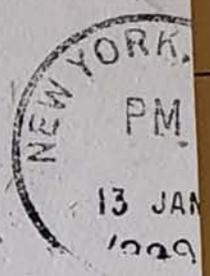
Happy Happy

1/13/99



1307 THIRD AVENUE NEW YORK CITY NEW YORK 10021

\$170.00  
dep.



to... +

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 VivaVegie's Vegetarian Center of New York City.  Please use my gift specifically to produce more copies of VivaVegie's resource guide.

Date: Dec 10 01 Name: Terni Choi Organization: HanGaw!

Title: owner Address: 12 E 32nd St

City: New York State: NY ZIP: 10016

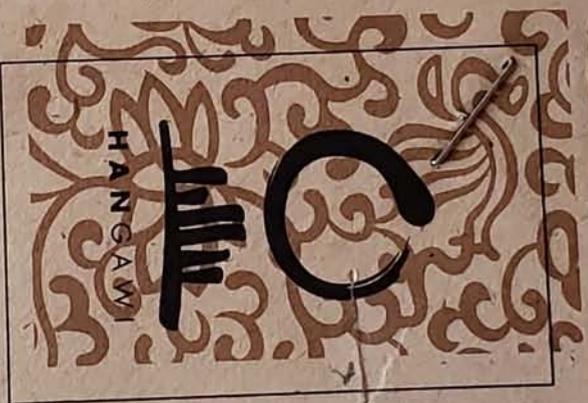
Phone number: \_\_\_\_\_

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

*check*

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

HAN GAW!  
12 East 32nd Street  
New York, NY 10016



Mr. David  
Seattle, WA 98103-8412

ASPCA

3



VIVA VEGIE SOCIETY

P.O. Box 294

PRINCE STREET STATION

NEW YORK, NY 10012-0005

\$2,300.  
check

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.<sup>00</sup>  
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 B  
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  
\$ 300<sup>00</sup>/<sub>100</sub> for the donation to  
the Vegi Parade from  
www.GreenCompassion.US

Best wish  
Joan



*[The page contains dense, illegible handwriting in blue ink, appearing to be a list or a series of notes.]*

GOETZ  
55 N  
NYC

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™



TZ  
1114 ST  
10011

## 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.

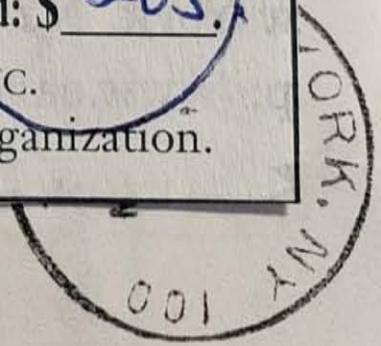
- Add'l copies are 50¢ each
- 50 copies are \$20 • 100 copies are \$35

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.



10  
SEE

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]

100 [REDACTED]  
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

*Bernard [REDACTED]*

FOR

⑈002069⑈ ⑆063100277⑆ 00 [REDACTED]

MP

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



Candle Cafe  
1307 3rd Ave  
New York, NY 10021

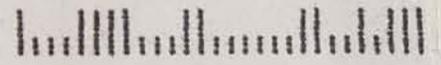


WE LOVE YOU &  
YOUR STAND  
ON  
VEGANISM, ANIMAL  
RIGHTS & THE  
ENVIRONMENT.

0  
500  
"101 copies /  
Reasons"

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

40003 03



0 0/1 WOTAT (



1307 THIRD AVENUE NEW

~~#350.~~

Y

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



Mr. Glea B  
Brentwood,



ADD

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

**Yes, I want to help the VivaVeggie 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  
VivaVegie 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 VivaVegie 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@trroc.com  
<http://www.earthbase.org/vivavegie/>

## HOT-LINE MESSAGE

212-591-2914

February 18, 2000

Candle Cafe  
1307 Third Ave  
New York NY 10021

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

## 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**

*Pl. 2/18/00  
#10392*

Please note that our Web  
address has changed to:

[www.vivavegie.org](http://www.vivavegie.org)

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

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~~<sup>it</sup> are for (Ads. & table for Supreme Master Ching Hai International Assn.)

718 3 [REDACTED]

please send me a note when you receive it.

Thanks,

Best Regards,

Renee

3/10/2008

Amount?

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 50c 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

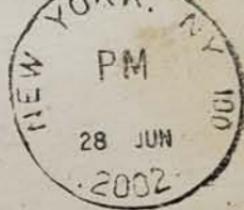
CHECKS PAYABLE TO THE VIVA-VEGGIE SOCIETY, INC.  
VivaVeggie Society is a 501(c)3, nonprofit, charitable organization.



\$25.00 total

|||||

nt of  
are



1307 THIRD AVENUE NEW YORK CITY NEW YORK 10021

\$1000  
Check

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

# NALITH

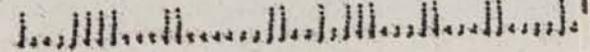
NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

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



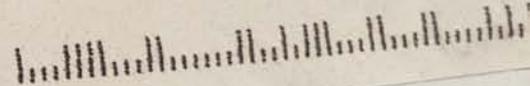
ALTOONA PA 166

13 NOV 2006PM 2 L

*\$1500.*  
*Nov '06*

*VIVA 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



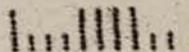
\$2,000

Viva Vege So  
Box 294  
v York, N

VIVA Vegi.  
P.O. BOX  
Prince St  
NY, NY

Printed with Soy Ink on 100% Recycled Paper

10012X0003 03



Suzy R  
Saugatuck, MI 49455



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

\$714  
-----  
invoices  
paid

Look for  
products not  
tested on  
animals.

CRIS D  
ANIMAL  
LIGUE

# 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

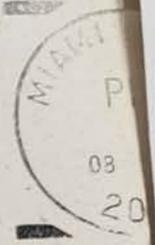
check  
15:00

PO Box 294-  
New York, N

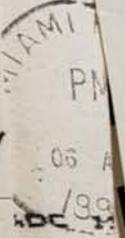
# NALITH

NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

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



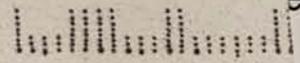
Viva Vege Soc  
PO Box 294  
New York, NY



\$2000  
check

Printed with Soy Ink on 100% Recycled Paper

10012+0005 03



et Sta

IA  
PROFIT ED  
TING VECE

M

Ne  
117  
Mia  
hone  
-mail:

rinted w

# NALITH

NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

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

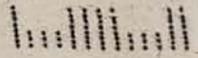


\$2.02

Viva Vege Society  
PO Box 294-----Princ  
New York, NY 10012

Printed with Soy Ink on 100% Recycled Paper

10012-5555



IA  
PROFIT  
TING VE

pho  
e-m

Print

# NALITH

NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

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



# 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

 Printed with Soy Ink on 100% Recycled Paper

 Printed with Soy Ink on 100% Recycled Paper

10012-0003

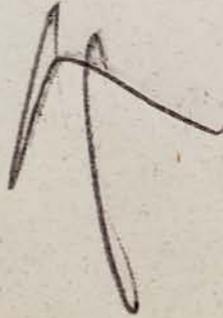
Viva Vege Society  
PO Box 294-----Prin  
New York, NY 10011

111511

# NALITH

NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

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

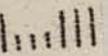


*\$2000.-  
check  
rec'd Aug 15, 00*

Viva Vege So

PO Box 294-

New York, N



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.

*Sent 1/18/00*

*Stephen K. [redacted]  
[redacted]  
Rheben 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

MICR  
the, W  
Bagle  
f

Seattle, WA 98103

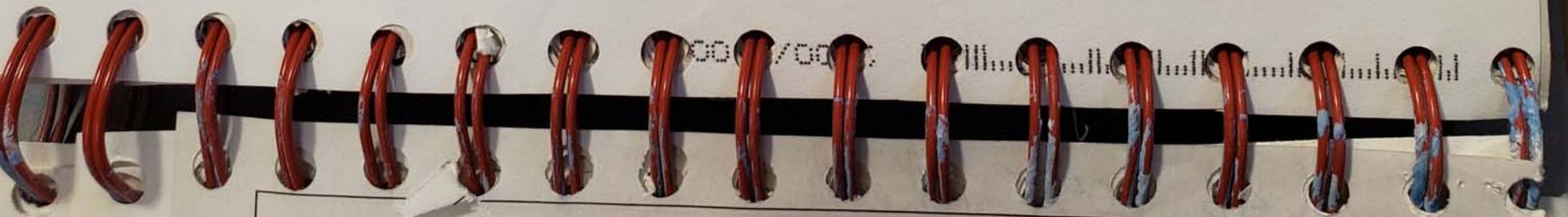
**Microsoft**

30 NOV 1999

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	
	Total Number of Gifts 1	\$4,000.00	\$4,000.00	Cash



Mia M  
Brooklyn, NY 11231

NEW YORK NY 100  
AM  
26 AUG  
2002

\$770 - total  
20 - 101-R

Disability Society  
PO Box 294  
Prud' St Station  
New York, NY

\$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

Reasons I've put in  
my suitcase for S.

Africa. Thank you  
analysis of the environ-  
sustainable life disease

**Animals in Laboratories**

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

People for the Ethical Treatment of Animals



Vertical lines for an envelope, with a circular postmark partially visible on the right side.

P.O. Box 150, Watkins Glen, NY 14891-0150 • 607-583-2225

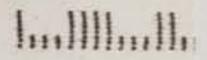
SIERRA CLUB  
85 Second St., San Francisco, CA 94105



Larry Ulrich

Viva Veggie 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-foot 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](mailto:info@vivavegie.org)) or by phone (212-242-0011).

12

100  
ciety  
Stat  
14



Satish K:  
Belle Mead, NJ 08:

\$500.00

Empanadas  
V-spot  
VPP

VivaVe  
One  
N

100033303



The Mark T. and Fran  
Hoffm... Family Founda...  
121 T... Trail Unit 1012  
Athens, NY 12015-3707



*\$50. check / contrib.*

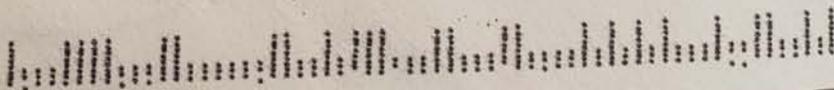
Viva Veggie Society, Inc.

P.O. Box 294

Prince Street Station

New York, NY 10012

*\$50. check*



500  
C

IAN  
NG PROJECTS  
AX, CA 94930

ic Society



1307 THIRD AVENUE NEW YORK CITY NEW YORK 10021

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

10012-2104

PO BOX 2

  
**BREITMAN**

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



~~\$~~ 500.-

Contrib.

Viva Veggie

PO Box 294

Prince St. Station

New York, NY 10012

100% CONSUMED RECYCLED PAPER

100124005

100124005

# NALITH

NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

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



~~\$1000~~

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

A  
24 A

10012+0005

# NALITH

NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

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



♻️ Printed with Soy Ink on 100% Recycled Paper

5  
VIVA U.  
POL  
Print  
New York  
100124000?

N.Y. NY 10012

Food From Farm to Table



Candle 79  
154 East 79th Street  
New York City 10021

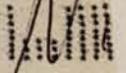
Candle Cafe  
1307 Third Avenue  
New York City 10021

Feb. 18 '05

~~\$5.00  
Viva Vines~~

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

1001240005



# NALITH

NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

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

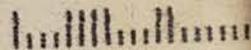


ALTOONA

06 NOV 2007

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

10012+0005

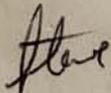


\$100.  
check

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

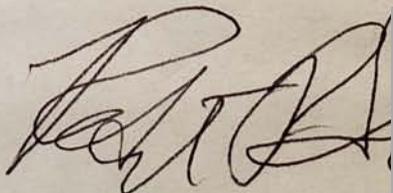
Dear Pamela

In accordance with IRS regulations, please send me a 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.

*Tax deductible*

Sincerely  
Robert R. Ir

Toledo, OH 43606-3005



A handwritten signature in black ink, appearing to read "Robert R. Ir", is written over a grey rectangular redaction box.

# NALITH

NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

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



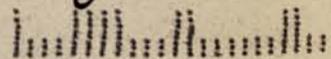
PITTSBURGH PA

09 MAY 2009 P3 P

\$2,000

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

10012+0003



# 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©(3) organization under Internal Revenue code. Your cooperation is appreciated.

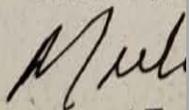
Please keep us advised of your progress and activities. We are confident you will accomplish your goals and fulfill your obligations so we can work together in the future.

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 Tu  
President

\$200  
donation  
to Veggie  
Pride  
Parade

---

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

Love & Peace  
Juzzy



## World Wildlife Fund

1250 Twenty-Fourth Street, NW  
Washington, DC 20037  
[www.worldwildlife.org](http://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](http://worldwildlife.org).

Original Art by Ching Walters

  
Printed on  
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

ME AND  
HAVE DATE  
I'll  
A



MEMBER

The Humane Society of the United States®

(Received from,

~~MICRO CARDS~~

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

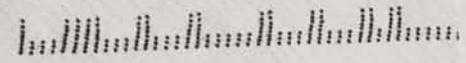
25 APR 2009 PM 4 L

*rec'd*

VIVA VEGIE SOCIETY  
1 UNION SQUARE WEST  
SUITE # 512  
NY NY 10003

*A 650  
ad  
2009 prog  
guide*

1000343303



4 Doyle Ln  
Belle Mead, NJ 08502-5544



Satish K [redacted]

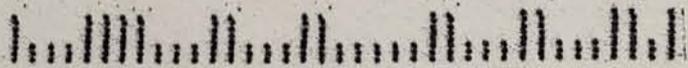
K

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

~~\$1580.00~~

check

contrib.

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

# NALITH

NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

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



*\$2000*  
*10/29/02*  
*check*



Satish

Belle Mead

1500

VIVAVI

ONE

Societ

RM. note

276

NEW

1000383303 C

A compassionate life  
there's no better reason  
vegetarian. Visit

and  
line

10/10/20

4 NOV 20

|||||

Candle Cafe  
1307 Third Ave  
NY NY 10021

\$240  
check

11/10/09

NOV 20 09

**VivaVeggie Society**

~~new address, take note~~

P.O. Box 1447

New York, NY 10276

10276-1447

|||||

Mia

Mar

75 T

Broo

Jan

12

12

12

12

12

12

12

12

12

12

12

12

12

12

12

12

**BIG  
APPLE  
VEGETARIANS**

**145 Hicks Street, A-58  
Brooklyn, NY 11201**

**\$50.**

10/17/99

Match fund



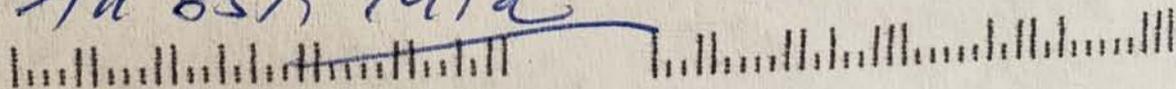
Hi Pam,  
Great article for SATYA  
Thanks.  
i'm going to be in San Fran  
during the fundraiser,  
but wanted to wish you lads  
happy Halloween, & send  
along a contrib. for the Center. Hope  
to see it & you in real life soon!

Mia

Paid To: 12/99

Brooklyn, NY 11231-4029

All best Mia



# 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



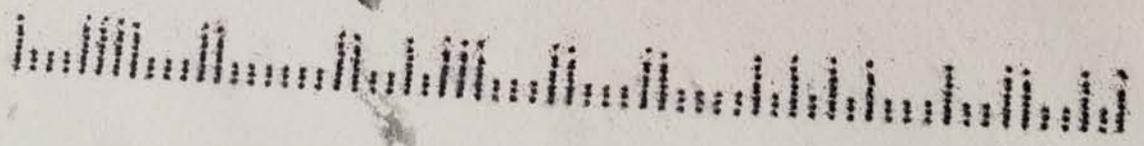
33 USA



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

10012-0005

1001240008



LL-WWF

# NALITH

NON-PROFIT EDUCATIONAL FOUNDATION  
PROMOTING VEGETARIAN AND ORGANIC LIVING

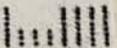
Nalith Incorporated • 11747 S.W. 99 Lane • Miami, Florida 33186



11/27/80

\$2,880  
check  
1094

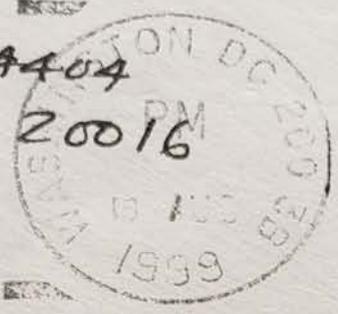
Viva Vege  
PO Box 29  
New York,



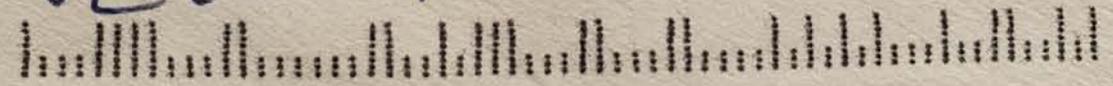
ARHESAN / PCRM

5100 WIL 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**

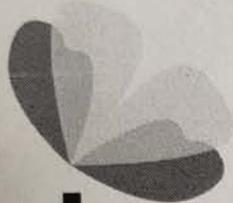
P H Y S I C I A N S  
C O M M I T T E E  
F O R  
R E S P O N S I B L E  
M E D I C I N E

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

**A.R. HOGAN**  
WRITERS GROUP COORDINATOR

73.50

check



**lantern**  
seek the light™

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

Lina Vegre  
PO Box  
Prince St.  
New York,

100% post-consumer  paper

10012+0005 BOOK

Paradis  
55E  
Veg

301  
MAF

\$100.- donation

MARYS

30. MA

Vegan  
Outreach

table  
2009

VPP

Bl  
Vegan C  
5554 M  
Paradise, C

---

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

10012+0005

|||



a well-fed world

greening diets. nourishing people. cooling the planet.

\$1,000.00

Congratulations!  
Viva Veggie Society  
Veggie Pride Parade!

Food For Thought Grants  
Sponsoring Kindness ~ Nourishing Community



Ms. Suzy Richardson

Satish K [redacted]

Belle Mead, [redacted]



**awell-fedworld**  
815 Otis PI, NW, WDC 20010

GC  
Vei  
PC  
Gaines

g the planet

02



ELLSBURG MD 21029

NOV 14 2009 10:58 AM

\$ 7.00

VIVA VEGIE SOCIETY

PO Box 1447

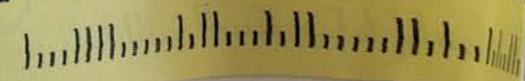
Princeton

Ny

208 N6E 1 60  
NOTIFY SENDER OF NEW A  
: VIVA VEGIE SOCIETY  
PO BOX 1447  
NEW YORK NY 10276-1447

BC: 10276144747

\*221



10012+000510276@14

1012 (212) 414

Satish K

Belle Mead, N

02

\$500.-

Pan. pri.  
View

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

10003+3903

Ms. Suzy Ri

Saugatuck, MI

GRAND RAPIDS MI 493

17 JUL 2007 PM 4 T

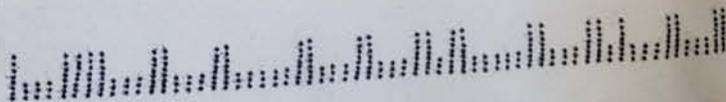


\$200.

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

GAINESVILLE, FL 32611  
FL 32611 T  
08 JUN 2011

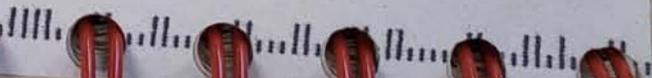
\$500.



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

2011

1 002 307

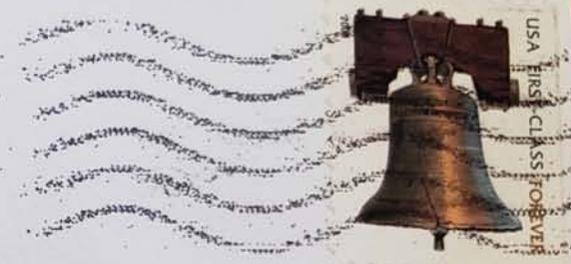




Satish K. [redacted]

Belle Mead NJ 085 [redacted]

POSTNET 000 0000  
24 FEB 2011 PM 1 2



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

Feb  
~~2010~~  
2011

\$5000

0004233

POSTNET 000 0000



thanks!

From the desk of Dawn Moncrief, Founding Director  
[www.AFWW.org](http://www.AFWW.org) • 202.495.1348 • [dawn@AWFW.org](mailto:dawn@AWFW.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 express. 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.

P.O. Box 960, Prince Street Station, New York, NY 10012-0960  
\$24/yr. • 360-579-2505 • (free sample)

**Janet Bloor**  
Costume designer of  
Penelo Pea Pod

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

"Vegetarian" is due booklet. We plan to print 1000 copies, which we expect will last for 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 \$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]

No changes. Same as last time.  
\$65.-

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

**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](mailto:anmlpepl@whidbey.com)

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

your  
company

UNITED STATES POSTAGE  
0.32  
LED FROM ZIP

Phone ( )

Address

Date (CALL AHEAD)

name.

VivaVeggie 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)

Address \_\_\_\_\_ City CLINTON WA State \_\_\_\_\_ Zip \_\_\_\_\_

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

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."

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 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 [redacted]

(CALL AHEAD IF AFTER FEB. 15, 1999)

Address [redacted] City Brooklyn State ny Zip 11231

Phone (important!): AREA CODE (718) [redacted]

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 vegin pamphlet. Hope all goes well. Happy holidays! - Mia*

press. On  
printing of  
change fo  
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 ANO 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 [REDACTED]

(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

There's no better  
to not transform

SECOND NATURE  
65 BROAD STREET  
RED BANK, NJ 07701



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 11/12/98 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 !!

1998 Edition

# 101 Reasons

GOOD WORK LUV!  
WE NEED ANOTHER  
200 - 10/15 - SOLD  
OUT FIRST BATCH!  
IS THIS DATE AD WE  
WERE TALKING ABOUT?  
BOB

# getarian

## 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 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

## "IGHTY CONVINCER"

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

101 Reasons Why "getarian" alive!

I pledge \$50 to the VivaVegie Society to "101 Reasons Why I'm a Vegetarian"—a press run of 20,000 copies. In exchange 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

WERE PAYING NOW.

# 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

*\$50. check*

PHYSICIANS COMMITTEE FOR RESPONSIBLE MEDICINE, INC. 5100 W. CONSIGN 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				<b>TOTAL</b>	50.00

16

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

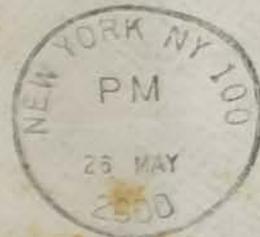
No changes. Same as last time.

\$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

#50  
check

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 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

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

you saw the enclosed ad for "101 Reasons Why I'm a Vegetarian" - read about it is it a one?

\$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 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 2/14 Name \_\_\_\_\_  
Address  Ms. Mia \_\_\_\_\_ ty \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_ 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

# 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 \_\_\_\_\_ Name Bernard G. [redacted]  
Address \_\_\_\_\_ City New York  
State NY Zip 10011 Phone 212-2 [redacted]

Same as last time.

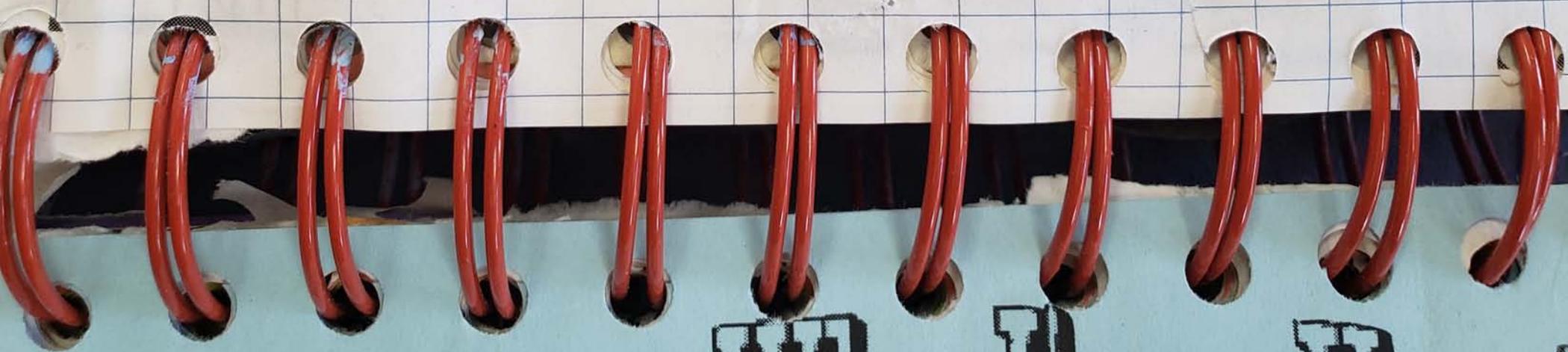
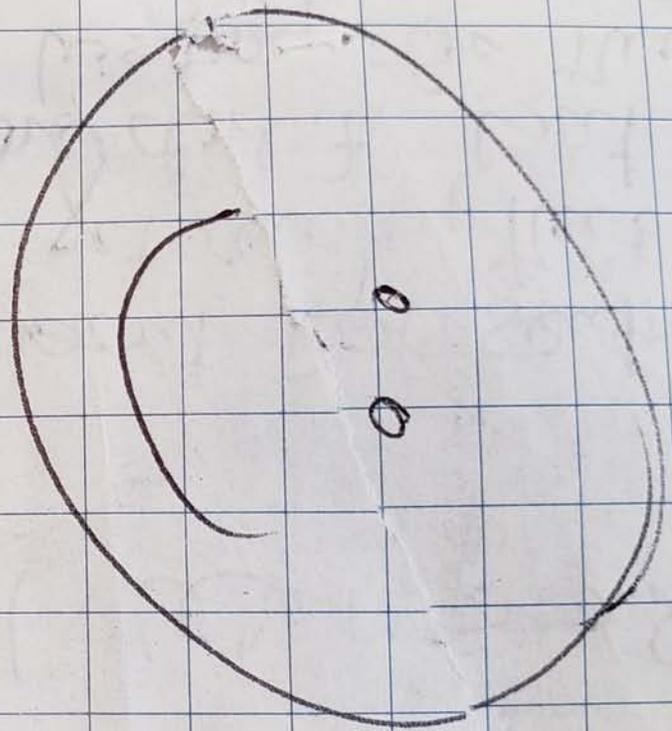
Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 414-9100

Hi Tam-

Fantastic - 12<sup>th</sup> 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/shane above for my



# 101 Reasons Why I'm a Vegetarian

12th printing

Contribute to the **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 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.

16-page booklet. We plan to print another 20,000 copies, which we expect to last for 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 4/13/09 Name Joan Zacharias & Tom Lyons  
Address \_\_\_\_\_ City Tampa  
State FL Zip \_\_\_\_\_ one 813 \_\_\_\_\_

No changes. Same as last time.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

and tak ing who larg

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

# 101 Reasons Why I'm a Vegetarian

12th printing

Contribute to the **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 Watkins 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.

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

to eat vegetarian. VISIT:  
**Farm Sanctuary**  
- and see for yourself.  
[www.farmsanctuary.org](http://www.farmsanctuary.org)  
Rescue • Education • Advocacy

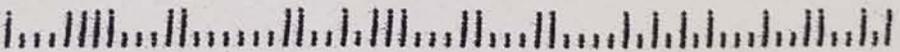
Farm Sanctuary, org  
rescue · education · advocacy

arn S uary  
O Box 150  
Watkins Glen, NY 14891

STATES POSTAGE

114 2434 2712  
PB33769  
\$00.42<sup>0</sup> APR 08  
MAILED FROM ZIP CODE 148

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



plan last tion veg- J to get 101

hy for on-

KNOXVILLE, TN 37914  
-PM  
13 FEB  
1989



LIGE WEILL  
PRESIDENT • VEGANET

VEGETARIAN  
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

Watkins Glen NY  
O Box 150  
January

The VivaVine • January / February 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 VivaVegie 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 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 VivaVegie 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.

I pledge \$50 to the VivaVegie 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

\$140.00  
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  
about a year. The Society is calling  
help continue it the word out. F  
Reasons" alive!

Pam  
The Parade was  
awesome!  
Les

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

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

10th of  
waste  
cornes  
d

# 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.

Tom Lyons & Joan Zacharias

"Animals are not edibles."

—Henry Spira

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 [redacted]

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 ]

Phone (important!): AREA CODE ( / / ) NUMBER



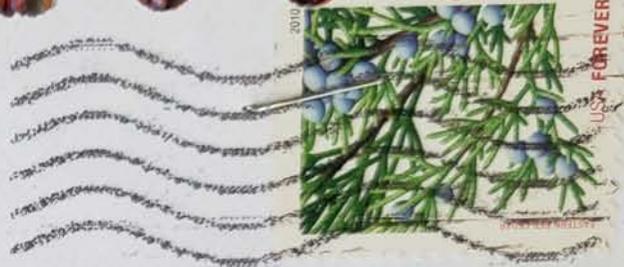
Ms. Joan Zacharias

EVERY ANIMAL DESERVES A HOME

TAMPA FL 335

ST. PETERSBURG FL

21 APR 2011 PM 5 T



\$75

2011 / ~~101R~~ 101R

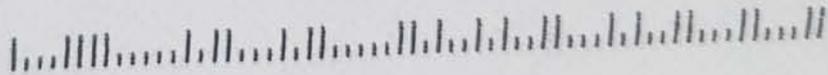
### VivaVeggie Society

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  
Hayden

*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 7/8 x 5 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~~ <sup>\$150</sup> (deadline: Fri., Apr. 15, 2011) 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

08 MAR 2011 PM 7 T



## VivaVeggie Society

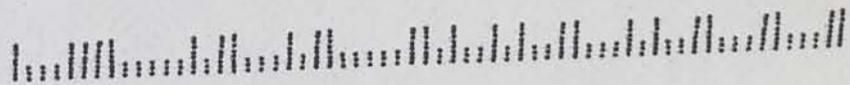
HOME OF 101 REASONS WHY I'M A VEGETARIAN

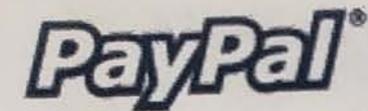
P.O. Box 1447

Cooper Sta.

New York, NY 10276

10276+1447





1 box

## Packing Slip

**Ship To:** Celia H [redacted]

**Address:** [redacted]

**Email:** [redacted]

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

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

**Email:** [pamela@vivavegie.org](mailto: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]



2 boxes for  
Farm Sanctuary

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](mailto:pamela@vivavegie.org)

Email: [redacted]@sanctuary.org

Transaction ID: 67225529MT295704S

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)		2	\$134.00 USD
Sponsorship box in the 2007 pamphlet edition of "101 Reasons Why I'm a Vegetarian." (\$2 addition to cover PayPal fees)			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 PavPal fees)		1	\$67.00 USD

# 101 Reasons Why I'm a Vegetarian

11th printing

2007 EDITION

Contribute to the 11th printing 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 18-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!

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

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

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.]

No changes. Same as last time.  
The book version is the most informative, and hard hitting rationale

Date 4/14/07 Name \_\_\_\_\_

Address Ms. Jean A. T  
1706 \_\_\_\_\_

State Cliffside Pk, NJ 07010 4514

Return this form to: The VivaVeggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 248-0011.

for vegism I have ever read,

aves@normal.com

Address

111 1720

# 101 Reasons Why I'm a Vegetarian

11th printing

**2007 EDITION**

Contribute to 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 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!

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

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

Checks payable to VivaVeggie Society

Enclosed find <sup>\$260</sup> \$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 Cathedral Station 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

11th printing  
2007

Contribute to the

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

The Viva Society needs all new members and it's back to \$65, contribute

For \$65, this served for your name or your

*Pamela -  
Congrats on  
the new  
edition!*

Enclosed Fri., Apr. 2

Why I'm a Vegetarian I am entitled to

name. [Type or clearly text you want at right]

Date \_\_\_\_\_ Name \_\_\_\_\_

the rate City \_\_\_\_\_

68

vertical oligopol a few compa  
P.O. Box 2

Peace begins in the kitchen.  
Go vegetarian!

KEEPING ANIMALS IN OUR HEARTS

# 101 Reasons Why I'm a Vegetarian

11th printing  
2007 EDITION

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

101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150

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\_rfs@hotmail.com

DID YOUR  
FOOD  
HAVE A  
FACE?

PETA GoVeg.com



**KFC Cruelty**  
We do chickens wrong



PETA KentuckyFriedCruelty.com



**MEAT'S  
NO  
TREAT**

**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

**STOP**  
ANIMAL SUFFERING

NEW YORK NY 100

06 APR 2007 PM 5 T



**Animals in Laboratories**



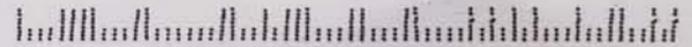
Unseen  
They Suffer  
  
Unheard  
They Cry  
  
In Agony  
They Linger  
  
In Loneliness  
They Die

People for the  
Ethical Treatment of Animals  
[www.peta-online.org](http://www.peta-online.org)

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



10012+0005 8005



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.

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

RETURN THIS FORM TO: THE VIVA VEGGIE 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 "VivaVeggie 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:**

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

**TO:**

Richard Sc [redacted]

[redacted]  
Staten Island NY 10314

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

Sabina's 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 VIVAVEGIE 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"

"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 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 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.

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 9/12/97 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.*

*Write looking forward to help you again. We'd probably use the same "510gpa" as before. Ctr*

*forgot to mention...*

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 pledge, 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 11/14/97 Name \_\_\_\_\_  
(CALL AHEAD IF AFTER JAN 15, 1998)



Mia Ma [redacted]  
[redacted]  
Brooklyn, NY 11231

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Address \_\_\_\_\_

Phone (important!): AREA CODE (718) NUMBER 6 [redacted]

*Hi Pam -  
hope you're  
well!  
Love  
me  
58  
D Mia*

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

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"

"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 pledge, 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.

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.

**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 VIVA VEGIE 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

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 [REDACTED]

Address [REDACTED]

City HAYWARD State CA Zip [REDACTED]

Phone (important) (510) 7 [REDACTED]

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 ]  
 [ VivaVegie 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 VivaVegie 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 VivaVegie 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 VivaVegie Society, P.O. Box 294, Prince St. Sta., New York, NY 10012.

I pledge \$50 to the VivaVegie 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 VivaVegie 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 [redacted]

Address [redacted]

City Oakland State CA Zip 94602

Phone (important) (510) 5 [redacted]

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

the compo  
34500  
milk, they  
acterized th  
"excellent f  
Two-thirds  
tion, in fac  
to milk sug

# Why I'm a Vegetarian

## PRINTING of the "mighty convincer"

"Why I'm a Vegetarian" is due to be printed again very soon. The VivaVegie 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 VivaVegie

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 [redacted] Saugatuck  
State Mi Zip 49453 Phone 616 [redacted]

No changes, Same as last time.

Green Vision  
Suzy Richardson  
616 [redacted]

Check \$50

Return this form to: The Viva Vegie 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

Joe Passaretti

GET YOUR **Vegetarian Starter Kit**  
202-686-2210 • [www.govegetarian.org](http://www.govegetarian.org)  
**Physicians Committee  
for Responsible Medicine**  
WASHINGTON, D.C.

Norma Ramos, Esq.

...peratures tha  
destruction. T  
rarely the  
...biologically worthy of  
being a roiler 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 93 percent of tu-  
berculosis exposure to  
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 "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 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) 94-9595

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- \_\_\_\_\_ one 212-51 \_\_\_\_\_

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](http://www.vegansociety.com)

# 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

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

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

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 4/25/01 Name Norbert B. [redacted]

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

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". Please place the enclosed money in the envelope above for my name or my company's

I'm a  
name.  
Date  
Address  
State  
Return

## 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](mailto:anmlpepl@whidbey.com)

Archives online: [www.animalpeoplenews.org](http://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 [redacted]. 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 [redacted]

[redacted]  
West Hollywood, CA 90048-2 [redacted]

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

Sincerely,

*AS*

Alison St [redacted]  
(310) 293 [redacted]

*PG*

Priscilla Ga [redacted]

# Viva Veggie Society, Inc.

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

July 3, 2003

*PAID*  
*\$55*  
*Same box*

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

# 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 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!

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

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.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Suzy Richardson  
GREEN VISION

across the  
exemptior  
Rn Agri  
e be  
co

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*

# 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

12th printing

Contribute to the **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.] ▶

No changes. Same as last time.

Date \_\_\_\_\_ Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Phone \_\_\_\_\_

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

Abe the Giant Yelling Cat

Stacey Harris

Ram and Alan

Wishing you all the  
joys of the holiday  
season.

\$100  
check  
Greenvision  
Fund

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



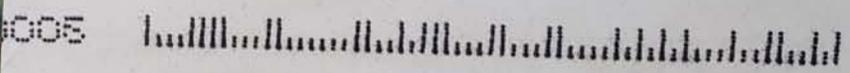
Ms. Suzy I  
Saugatuck, MI 49453



HAPPY  
WHO...  
from the  
US Postals



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



to be kept in da