

PROGRAM • 2:30 p.m.-3 p.m. (continued)

Victoria Moran (www.victoriamoran.com) is an Oprah-featured author of ten books, including *Compassion the Ultimate Ethic* and *The Love-Powered Diet*, as well as the international bestseller *Creating a Charmed Life. The Vegan Life* is her next. Vegan since the 80s, Victoria currently blogs for the *Huffington Post*.

Joan Wai is the founder (1984) and director of Youth Buddhism Communications Center (NYC) and GreenCompassion.us. Joan organizes a vegan banquet with over a thousand attendees every year.

PROGRAM • 3 p.m.-4 p.m.

Bob DiBenedetto is co-founder of Healthy Planet and is creator of its Healthy School Lunch Program. He hosts the “The Healthy Planet” and is frequently quoted and featured in the mainstream media. He advocates the complete end of fossil fuel dependence.

Gene Baur adopted the vegan lifestyle in 1985. Today, he is the celebrated co-founder and president of Farm Sanctuary. Over the years, Gene has videotaped countless cruel conditions on farms, stockyards, and slaughterhouses. Gene is an oft-sought-after author and spokesperson for the cause.

Doctor Natural (718-783-3465) has been instructing in the art of holistic health and natural healing for 25 years! This intuitive and inspired teacher has actively decried cruelty to animals since the age of nine, a stance that is only one part of the rich and multi-faceted philosophy he imparts to his many devotees.

Dawn Moncrief is the founding director of A Well-Fed World, a food justice and animal protection organization. AWWF provides vegan food to those in need and grants for innovative projects. Her area of expertise is the detrimental impact of meat on global hunger, especially for women and children.

Ying Ming Yick Second set. See front of program for bio.

PROGRAM • 4 p.m.-5 p.m.

Richard H. Schwartz, Ph.D. (JewishVeg.com/schwartz), is the author of *Judaism and Vegetarianism* and other books as well as over 140 articles and 20 podcasts. He is president of Jewish Vegetarians of North America (JVNA) and director of the Veg Climate Alliance. He is associate producer of the documentary “A Sacred Duty.”

Freya Dinshah is president of American Vegan Society (founded in 1960) and edits its magazine. She is a pillar in the community, her name synonymous with vegan advocacy. Freya wrote the popular cookbook *The Vegan Kitchen*, first published in 1965.

Kathy Stevens is the founder and director of Catskill Animal Sanctuary, one of the nation’s leading sanctuaries for horses and farmed animals located in New York’s Hudson Valley. She has written several books, blogs regularly, and is always available to present the vegan message of kindness to kindergarteners or colleges students.

Dave Warwak (www.inslide.com) is a meditator, philosopher, humanitarian, artist, musician, poet, and writer. Formerly a tenured middle school art teacher, he became an animal rights activist after he was notoriously fired for teaching veganism to his students.

PRIZE DONATIONS, COSTUME CONTEST

(see front panel of this program • 2 p.m.-2:30 p.m.)

- **Candle 79**, 154 East 79th St. at Lex.: NYC. => \$100 gift certificate
- **Quintessence**, 263 E 10th St., NYC. => \$100 gift certificate
- **Hangawi Restaurant**, 12 E 32nd St., NYC. => \$100 gift certificate
- **Peacefoods Cafe**, 460 Amsterdam Ave (at 82nd St.). => Two \$50 certificates
- **Gobo**, 401 Avenue of the Americas (6th Ave.), NYC. => Two \$50 gift certificates
- **Caravan of Dreams**, 405 E. 6th St., NYC. => \$75 gift certificate
- **Integral Yoga Natural Foods**, 229 West 13th St., NYC. => Three \$25 gift certificates
- **Wild Ginger**, 380 Broome St., NYC. => Lunch for two.
- **Bonobo’s Restaurant**, 18 E. 23rd St., NYC. => Two \$25 gift certificates
- **Rawstar**, 681 Washington Ave (btwn Prospect Pl. & St. Marks Ave.). => Dinner for two worth \$50.
- **May Wah** Vegetarian Market, 213 Hester St., NYC. => One \$50 gift certificate
- **Lula’s Sweet Apothecary**, 516 E. 16th St., NYC. => One \$20 gift certificate
- **V Organic Skin Care**, Upton, MA. => Assortment of cleansers and moisturizers, value: \$60
- **Ryansias.com**. => Two lovely toddler-age books: *Are You Eating Something Red?* and *Are You Eating Something Green?*
- **YisRoyAl’s** Gourmet Vegan Cookie Dough, Brooklyn, NY. => One variety pack: choc. chip, oatmeal raisin & spicy ginger
- **Celebrate Yourself** Jewelry. => Boulder Opal, gold-filled chain necklace and matching earrings set.

CHANTS

- (1) **End the suffering: Go veg. Feed the hungry: Go veg. Protect the earth: Go veg. Enjoy good health: Go veg.**
- (2) **Get hip. Go veg.**
- (3) **One struggle one fight. Human freedom, Animal rights!**
- (4) **One, two, three, four, Global warming’s at our door. Five, six, seven, eight, We need to go veggie before it’s too late.**
- (5) **Hey, ho, we’re so cool. Being veggie truly rules.**
- (6) **What do we want? Vegan options in our schools. When do we want it? Now!**
- (7) **Hey, hey, ho, ho, Factory farming’s got to go. Ha, ha, hee, hee, Let the animals run free.**
- (8) **Your dinner, my friend, led a horrible life. Change it all with fork and knife.**
- (9) **Vegan, Vegan, it’s the way. Stay good ’n’ healthy every day. Vegan, vegan, it’s the way. Help the planet stay okay. Vegan, vegan, it’s the way, to love all animals all the same.**

FOLD HERE

FOLD HERE

Veggie Pride Parade

NEW YORK CITY 2011 • Sunday, May 15, 2011

LINE-UP LOCATION: Intersection of 9th Avenue & Gansevoort St., West Village

LINE UP: 11 a.m., Sunday, May 15, 2011

START: 12 Noon

ROUTE: Gansevoort St. to Hudson St. to Horatio St. to Greenwich Ave. to 8th St. to University Pl. to Union Square West to Union Square Park (north end) at 17th St.

END POINT: 1 p.m. **Union Square Park**, north end at 17th St.

POST-PARADE EXPO IN UNION SQ. PARK

PROGRAM • 1 p.m.-2 p.m.

DJ Cloud (Claudia Costa) will “spin” all-vegan-artist tunes as Penelo Pea Pod and Chris P. Carrot will get down to the music. **Theme song:** “Get Your Green On,” by Astrum Lux Lucis, formerly Cheryl Hill.

Tony Avella (www.nysenate.gov/senator/tony-avella) is a state senator in New York and has a full resume fighting for legislation to help animals.

Pamela Rice (www.triroc.com/vid) is the author of “101 Reasons Why I’m a Vegetarian,” both book and pamphlet. She is the founding director of the Vegetarian Center of NYC and the organizer of VEGGIE PRIDE PARADE, now four years running. She is the founder and coordinator of VivaVeggie Society, the parade’s sponsoring group.

Bruce Friedrich is vice president for policy at PeTA (People for the Ethical Treatment of Animals). Before coming to the organization in 1996, he ran a shelter for families and the largest soup kitchen in Washington, D.C. He has been a progressive activist for more than 20 years.

Dr. Michael Klaper is a practicing physician (and 30-year vegan) whose patients include people, animals and Planet Earth itself—all of which will benefit as humans adopt a plant-based diet.

Ying Ming Yick has studied classical Chinese dance for 16 years and Tai-Chi for six. She loves to dance and regularly performs in the Chinatown community. Today she will give a dazzling performance of Kung Fu fan dancing. Master flautist Lu Zong Lt will accompany her in a traditional Tibetan rendition later in the day (after 4 p.m.).

PROGRAM • 2 p.m.-2:30 p.m.

Costume contest Great prizes await those who come bedecked and bedazzled. See back panel for list of generous prize donors.

PROGRAM • 2:30 p.m.-3 p.m. (continues on flap)

Karen Davis, Ph.D. (www.upc-online.org) is president of United Poultry Concerns and editor of *Poultry Press*. She’s the author of *Prisoned Chickens, Poisoned Eggs*, among many others. Ms. Davis maintains a sanctuary for rescued poultry birds in Virginia and hosts yearly conferences. She is an inductee to the U.S. Animal Rights Hall of Fame.

- Special thanks to:
- Peacefood Cafe
 - Roberta Schiff
 - A Well-Fed World
 - Woodstock Animal Sanctuary
 - Supreme Master Ching Hai
 - Jaan J. vegan neckwear
 - GreenCompassion.us
 - Lisa Lindblom
 - NALITH
 - Candle Cafe

Union Square East

Big Tent

Main Stage

Veggie Pride Parade
Post-parade rally/expo
 NEW YORK CITY 2011
 May 15, 2011
 UNION SQUARE PARK, NORTH END
 VivaVegie Society, sponsoring organization

17th Street

VW microbus

Table 19

- ➔ (A) Farm Sanctuary/
speaker Gene Baur
- ➔ (B) Dr. Natural

➔ Farm Sanctuary
(food donation)

Table 22

- ➔ (A1) Delicious TV, Betsy Carson
- ➔ (A2) Lotus Films, Lisa Caccace
- ➔ (B) Woodstock Animal Sanctuary

Table 21

- ➔ (A) Healthy Planet/
speaker Bob DiBenedetto
- ➔ (B) YisroYal Gourmet Vegan
Cookie Dough (food donation)

Table 20

- ➔ (A) VivaVegie Society/
Parade organizer &
MC Pamela Rice
- ➔ (B) Menu table

Table 18

- ➔ (A) Mid-Hudson Vegetarian Society, Roberta Schiff
- ➔ (B) Micah Publishing

Table 17

- ➔ (A-1) General food donation table
- ➔ (A-2) After 3 p.m., Sequel Naturals (Vega packet free samples)
- ➔ (B-1) Integral Yoga (food donation)
- ➔ (B-2) After 3 p.m., Global Justice for Animals and the Environment

Table 16

- ➔ (A) Literature table (HSUS, PCRM, NAVS & COK)
- ➔ (B) Young Jains of America

Table 15

- ➔ (A) Mercy for Animals, Matt Rice
- ➔ (B) Pay-Per-View (omnivores watch a veggie video, get a dollar); sponsors: Mercy for Animals, VivaVegie Society, and Veg Fund

xopdpaos

Table 01

- ➔ (A) American Vegan Society /
speaker Freya Dinshah
- ➔ (B) United Poultry Concerns /
speaker Karen Davis

Table 02

- ➔ (A1) author/speaker Victoria Moran
- ➔ (A2) author Hanna Kaminsky
- ➔ (B) Green Compassion, Youth Buddhism Communications/
speaker Joan Wai

Table 03

- ➔ (A) A Well-Fed World/
speaker Dawn Moncrief
- ➔ (B) F.A.R.M. (Farm Animal Reform Movement)

Table 04

- ➔ (A) Lantern Books, Martin Rowe
- ➔ (B1) Jewish Veg'ns of No. Am./
speaker Richard Schwartz
- ➔ (B2) speaker Michael Klaper

Table 05

- ➔ (A) Team Organic (vegan triathletes)
- ➔ (B) CatSkill Animal Sanctuary/
speaker Kathy Stevens

Table 06

- ➔ (A) PeTA/ speaker Bruce Friedrich
- ➔ (B) author Rynn Berry

Table 07

- ➔ (A/B) Whole Earth Bakery (food donation)

Table 08

- ➔ (A/B) V-Spot, Brooklyn, (food donation)

Table 09

- ➔ (A) Supreme Master Ching Hai, In'r'l
- ➔ (B) Black Vegetarian Society of New York

Table 10

- ➔ (A) Heart for Animals
- ➔ (B) 7th Day Adventists/
speaker Wilson Morales

Table 11

- ➔ (A) Christian Vegetarian Association (CVA)
- ➔ (B) Vegan Outreach

Table 12

- ➔ (A) Friends of Animals
- ➔ (B) Super Sproutz

Table 13

- ➔ (A) Vegetarian Resource Group
- ➔ (B) Raw Revolution (food donation)

Table 14

- ➔ (A) Meetup groups
- ➔ (B) DoNotEatUs.com

Pavillion

Union Square West

- Thanks to the volunteers:
- Roberta Schiff
 - Jen McCartney
 - Dave Robinson
 - Tom Thompson
 - Carlos Pinto
 - Andrea Strauchler
 - Pei Cen
 - Jean Thaler
 - Bernie G.
 - Claude
 - Laurie Jordan
 - Claudia Rose Emerson
 - Naman Jain
 - Paul White
 - Maria. A Jara
 - DJ Cloud
 - Ellen Rosenfeld
 - Linda Newman
 - Mike Fortenberry
 - Jorge Guevara
 - Kat McAfee
 - Santos Lopez
 - Alan Rice
 - Lisa Anselmo