



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

Address Service Requested



000012874



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: e _____ # 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'

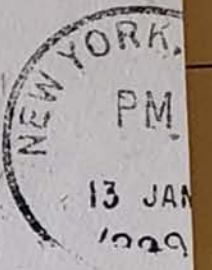
Happy Happy

1/13/99



1307 THIRD AVENUE NEW YORK CITY NEW YORK 10021

\$170.00
dep.



10.00 +

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: _____

The VivaVegie Society is a n
Mailing address: Th



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

check

Mr. David
Seattle, WA 98103-8412
ASPCA

3
[Redacted]

6 SEATTLE WA 981
PM
26 FEB
2001



[Redacted]

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

~~\$~~ 679.⁰⁰
matching
money



Culture & Animals
Foundation

March 1, 2000

\$250
check

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

To Viva Veggie:

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

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

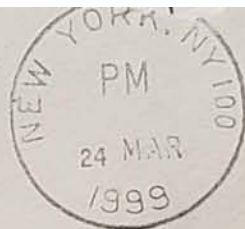
With every good wish, I am,

Yours in the Struggle,

Tom Regan,
President



Mr. Glen Bo
Brentwood, NY 11717



*#500
donations to Center*

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

GOOD LUCK WITH
EVERYTHING, PAM!
See you soon
Glen

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

Dear Pam.

3/11/2010

Here enclosed a check of
\$ 300⁰⁰/₁₀₀ for the donation to
the Vegi Parade from
www.GreenCompassion.US

Best wish
Joan



[The page contains dense, illegible handwriting in blue ink, likely bleed-through from the reverse side of the paper.]

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.

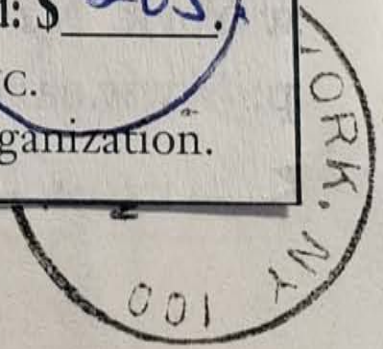
- Add'l copies are 50¢ each
- 50 copies are \$20 • 100 copies are \$35

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 VIVAVEGGIE 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 ALBANY STREET
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]

MP

FOR

⑈00 2069⑈ ⑆063100277⑆ 00⑆ [REDACTED]

BACHUE CAFE

2566

VENDOR ID: VIVA

CHECK NO.: 2566

DATE: 03/24/98

PAYEE: VivaVegie Society

MEMO: Balan/Brochure

1998 "101 Reas"
contributions

CHECK TOTAL *****\$50.00

The Nature Conservancy

Candle Cafe
1307 3rd Ave
New York, NY 10021

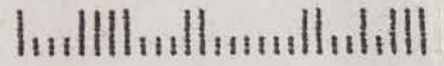
NEW YORK
30 JUN
2002

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

0
500
1001
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@trirpc.com
<http://www.earthbase.org/vivavegie/>

HOT-LINE MESSAGE

212-591-2914

February 18, 2000

Candle Cafe
1307 Third Ave
New York NY 10021

*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

*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~~^{it} 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 50¢ each
- 50 copies are \$20 • 100 copies are \$35

Name: R [redacted] Family Trust

Address: [redacted]

City: Strathcona, MN 56759

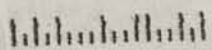
Phone: () _____ Date: _____

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

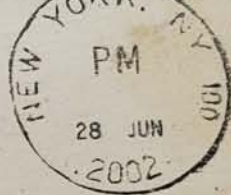
CHECKS PAYABLE TO THE VIVA-VEGGIE SOCIETY, INC.
VivaVeggie Society is a 501(c)3, nonprofit, charitable organization.



\$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

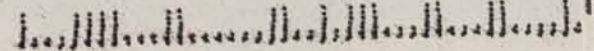
NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING

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



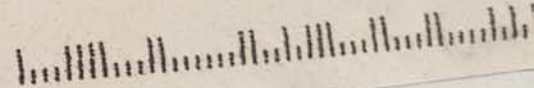
ALTOONA PA 166

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

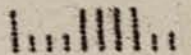


\$2,000

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

Printed with Soy Ink on 100% Recycled Paper

10012X0003 03



Suzy R
Saugatuck, MI 49455



Viva Veggie 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



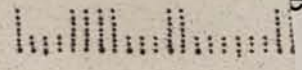
Viva Vege Soc
PO Box 294
New York, NY



\$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

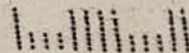
Viva Vege Society

PO Box 294-----Princ

New York, NY 10012

Printed with Soy Ink on 100% Recycled Paper

10012-0005



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

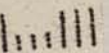


*\$2000.-
check
rec'd Aug 15, 00*

Viva Vege So

PO Box 294-

New York, N



2

I Vi 45 nat

hand
0A

ple

Jan. 9, 2000

Dear Friends,

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

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

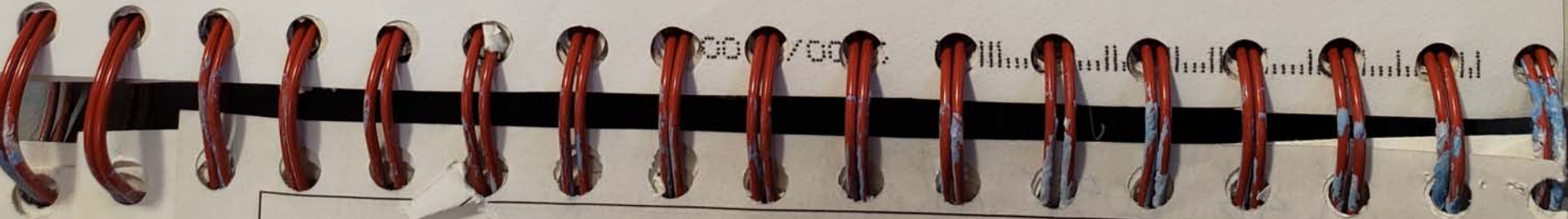
Microsoft

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 S	\$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'homme St Station
New York, NY

Check

\$750
contrib.

10012

A note from

Mia

Dear Sam,

Thanks for the emails!
Let's talk in Sepember

Here is the donation
plus \$20 for the 101

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



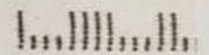
SIERRA CLUB
85 Second St., San Francisco, CA 94105



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) 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 Tarkenton Trail Unit 1012
Athens, NY 12015-3707



\$50. check / contrib.

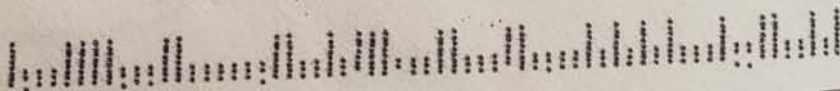
Viva Veggie Society, Inc.

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.
NYC, NY

10014-2104

PO BOX 2

BREIT [redacted]
G PROJECTS
RALLY COURT • FAIRFAX, CA 94930



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



NALITH

NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING



16602

~~\$1000~~

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

10012+0005

NALITH

NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING



Na

186

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

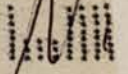
Candle Cafe
1307 Third Avenue
New York City 10021

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



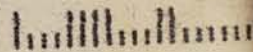
ALTOONA

06 NOV 2007

N [REDACTED] 302

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

10012+0005



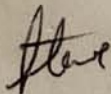
fc w is d e at pes

\$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

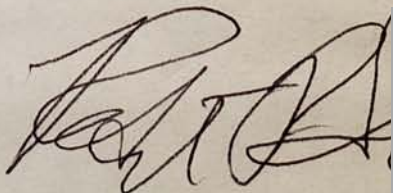
Dear Pamela

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



PITTSBURGH PA

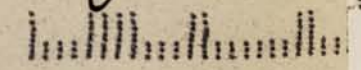
09 MAY 2009 P3 P

N. [REDACTED] 02

\$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(c)(3) organization under Internal Revenue code. Your cooperation is appreciated.

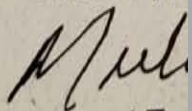
Please keep us advised of your progress and activities. We are confident you will accomplish your goals and fulfill your obligations so we can work together in the future.

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

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

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

Sincerely,


Michael 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

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

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

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

Original Art by Ching Walters


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 DATE

AND

I'll

HAVE

A



MEMBER

The Humane Society of the United States®

(Received from)

~~MORE 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

20AM AVE
10024

NEW YORK NY 100

25 APR 2009 PM 4 L

rec'd

VIVA VEGIE SOCIETY
1 UNION SQUARE WEST

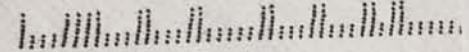
SURGE # 512

NY NY 10003

650

ad 2009 prog. guide

1000343303



4 Doyle Ln
Belle Mead, NJ 08502-5544



Handwritten notes and scribbles at the top of the page.

Satish K [redacted]

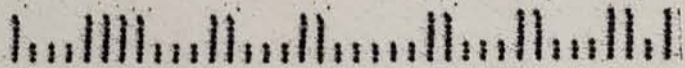
K

Belle Mead, NJ ([redacted])

\$ 1,000 → for M

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

food give-
VPP-





afe
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 Incorpora



6

~~\$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
[redacted]
ny ny 10021

NOV 20 11 09

NOV 20

11/1/09

\$240
check

VivaVeggie Society

~~new address, take note~~

P.O. Box 1447

New York, NY 10276

10276-1447

|||||

Mia
Mar
75 T
Broo
Jan
H
re
12
th

**BIG
APPLE
VEGETARIANS**

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

\$50.

10/17/99

Match fund



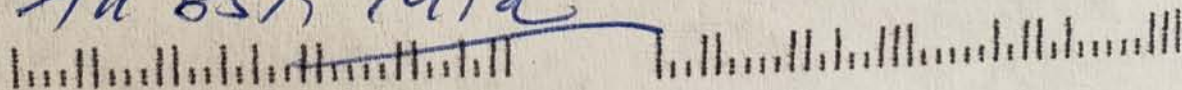
Hi Pam,
Great article for SATYA
Thanks.
i'm going to be in San Fran
during the fundraiser,
but wanted to wish you lads
happy Halloween, & send
along a contrib. for the Center. Hope
to see it & you in real life soon!

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 VIVAVEGGIE'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



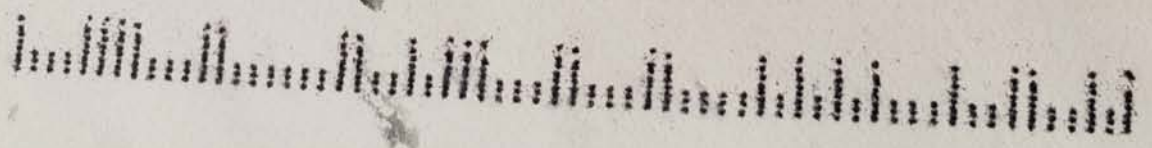
33 USA



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

10012-0005

1001240005



LL-WWF

NALITH

NON-PROFIT EDUCATIONAL FOUNDATION
PROMOTING VEGETARIAN AND ORGANIC LIVING

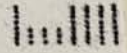


Name: [REDACTED] 6

11/27/80

\$2,880
check
1094

Viva Vege
PO Box 29
New York,

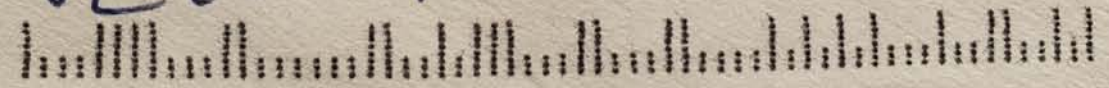


A [redacted] J/PCRM

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

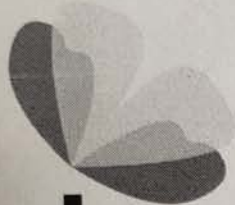
P H Y S I C I A N S
C O M M I T T E E
F O R
R E S P O N S I B L E
M E D I C I N E

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

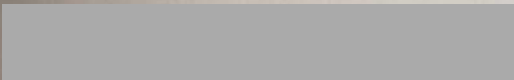
A.R. HOGAN
WRITERS GROUP COORDINATOR

73.50

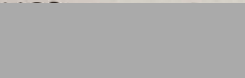
check



lantern
seek the light™



Brooklyn, NY 11231-4



Lina Vegre
PO Box
Prince St.
New York,

100% post-consumer paper

10012+0005 BOOK

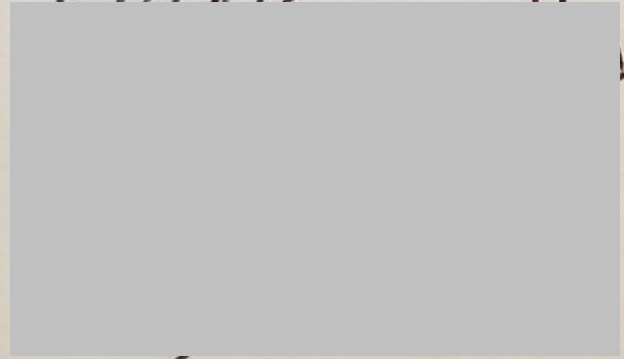
Paradis
55E
Veg

30
MAF

\$100.- donation

MARYS
30. MA

Walter



Bl
Vegan C
5554 M
Paradise, C

|||||.....|||||

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

table
2009

VPP

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
Ver
PC
Gaines

g the planet

02



ELLSBURG MD 21120

NOV 20 2008 10:55 AM

\$ 700 ✓

VIVA VEGIE SOCIETY

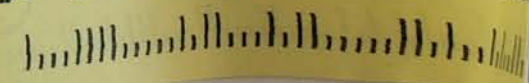
PO Box 291

Princ

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+0005 10276@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

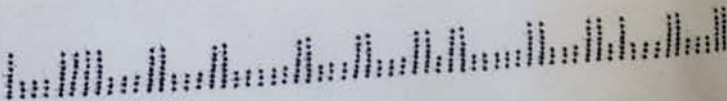


\$200.

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

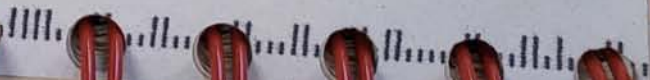
\$500.



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

2011

1 02 307





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

#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 give 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



ANIMAL PEOPLE
Facts • Statistics • Background • Contacts
News For People Who Care About Animals
Kim Bartlett publisher
Merritt Clifton editor

P.O. Box 960
Clinton, Washington 98236-0960

Telephone: 360-579-2505. Fax: 360-579-2575.
E-mail: anmlpepl@whidbey.com
World Wide Web: <http://www.animalpepl.org>

RETURN
Phone ()
Address
Date (CALL AHEAD FROM ZIP)

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**

Vivavegie Society help continue this "out."
asons Why "ian" 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 11-14-98 Name Kim B
(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
(CALL AHEAD IF AFTER FEB. 15, 1999)
Address _____ City Brooklyn State ny Zip 11231
Phone (important!): AREA CODE (718) _____

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

Hi Pam - Great news. I'm happy to do this. Also really liked your 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. [redacted] FOR AND OK'ED BY NEAL D. BARNARD, M.D.
(CALL AHEAD IF AFTER FEB. 15, 1999)
Address 5100 WISCONSIN AVE. NW #404 City WASHINGTON State DC Zip 20016
Phone (important!): AREA CODE (202) NUMBER 686-2210 EXT. 308 arh@erols.com

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

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

Date 11/13/98 Name MARIANN S [REDACTED]

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

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

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

SECOND NATURE
65 BROAD STREET
RED BANK, NJ 07701



I pledge \$50 to the 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
BOAT

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. I understand that I am not to pay any money now, but will be contacted at production time.

entitled to the box shape above for my name or my company's

Date 11/15/98 Name CANDLE CAFE INC. / JOY + BOAT
 (CALL AHEAD IF AFTER FEB 15 1999)
 Address [REDACTED] VE. City NYC State NY Zip 10021

Phone (important!): AREA CODE (212) NUMBER 4 [REDACTED] 69

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 VivaVegie 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 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.

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

Return this form to: The Viva Vegie 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, NW SUITE 400 WASHINGTON, DC 20016 (202) 86-2210

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

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 VivaVegie 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 VivaVegie 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. AH [redacted] DC

Address PO Box 72 City DOLGEVILLE

State NY Zip 13329 Phone (518) 568-7970

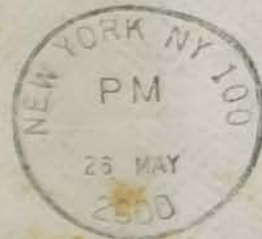
No changes. Same as last time.

\$50 check

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

Thanks a lot, Deecee.

Strictly Roots
2058 Adam Clayton Powell Blvd
NY NY 10027



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

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

Date _____

Name

Strictly Roots

No changes. Same as my _____

Thanks a lot, Deecee.

50. end.
check


101 Reasons Why I'm a Vegetarian

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

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

company's name appear in the 16-page booklet. We plan to print another 20,000 copies, which we expect will last until we go to press with a revised edition in 2001. VivaVeggie is calling on you to help continue this quest to get the word out. Keep the "101 Reasons" alive!

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

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

Date _____ Name Strictly Roots
Address 2058 7th Ave City Harlem
State NY Zip 10027 Phone 212.864.8699

No changes. Same as my last ad.

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

101 Reasons Why I'm a Vegetarian


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

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

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

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

\$50
check

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

Date 3/1 Name BOB G
Address [redacted]
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

adwom

H. Pam - Great work! In addit
my Man this time ok?
-Mia
Take it easy.

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 Brooklyn NY 11231 Phone _____

No changes. Same as my last ad.
Lola & Mia
MacDonald

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

ad woc

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.

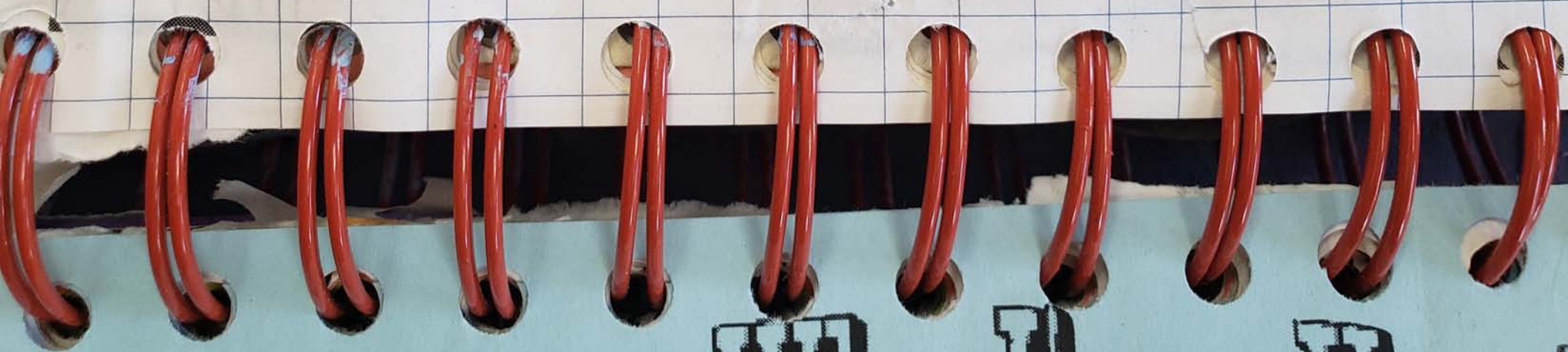
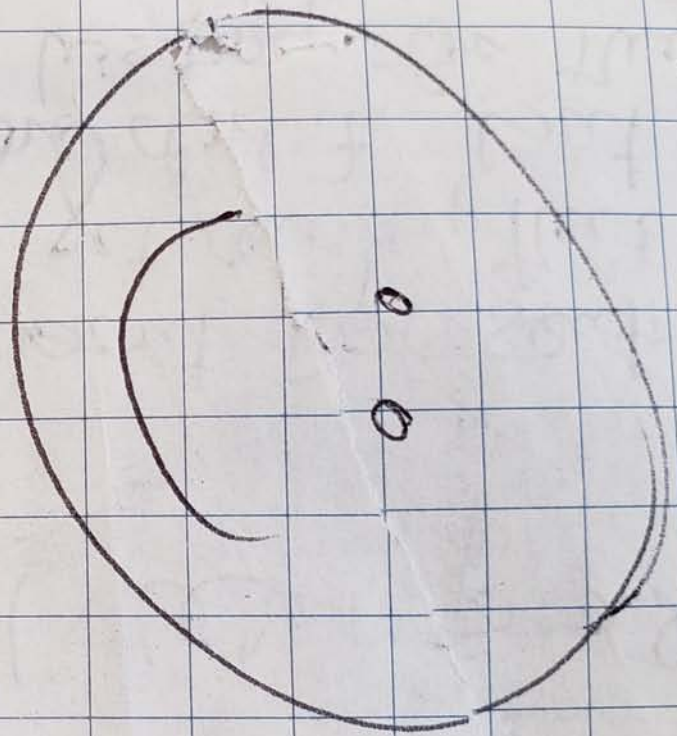
Return this form to: The Viva Veggie Society, P.O. Box 294, Prince Street Station, New York, NY 10012 • (212) 414-9100

Hi Tam-

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

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

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



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 16-page booklet. We plan to print another to be printed again! We've almost run out. 20,000 copies, which we expect to last for

The 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 Be

Address P.O. [redacted] ms Glen

State NY Zip 14891 Phone [redacted]

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.

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

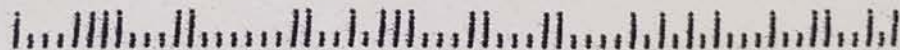
Farm Sanctuary
rescue • education • advocacy

Box 150
Watkins Glen, NY 14891

STATES POSTAGE

114 3 14 PB33769
2434 \$00.42⁰ APR 08
2712 MAILED FROM ZIP CODE 148

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



plan last tion 'eg- 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

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!

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!!

Pam
The Parade was awesome!
Les

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

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

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

10
third o
waste
feedlot

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 [redacted] 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



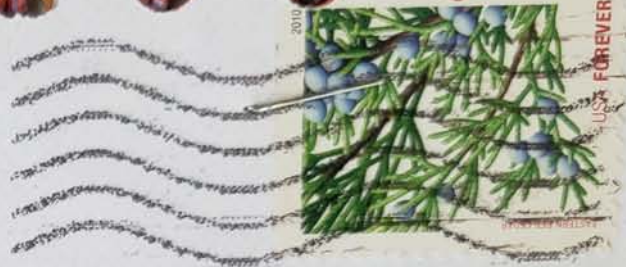
Ms. Joan Zacharias

EVERY ANIMAL DESERVES A HOME

TAMPA FL 335

ST. PETERSBURG FL

21 APR 2011 PM 5 T



\$75

2011 / ~~101R~~ 101R

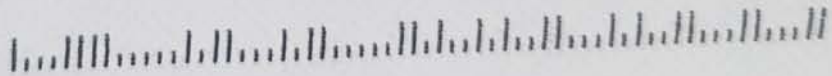
VivaVeggie Society

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~~ ^{\$150} (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 _____

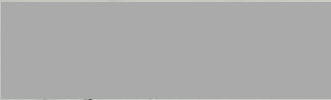
No changes. Same as last time.

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

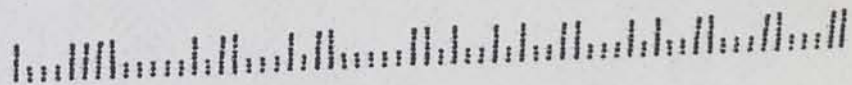
HOME OF 101 REASONS WHY I'M A VEGETARIAN

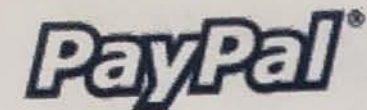
P.O. Box 1447

Cooper Sta.

New York, NY 10276

10276+1447





1 box

Packing Slip

Ship To: Celia H [redacted]

Address: [redacted]

E
5

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

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

2 boxes for
Farm Sanctuary

Ship To: Tricia Ri [redacted]

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

Address: No Address Provided

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

Email: [redacted]@sanctuary.org

Email: pamela@vivavegie.org

Transaction

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
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: 5N [redacted]

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

101 Reasons Why I'm a Vegetarian

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.

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

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

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

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

Checks payable to VivaVeggie Society

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

Date 4/14/07 Name _____

Address Ms. Jean A. T

State Cliffside Pk, NJ 07010 4514

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

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

for vegism I have ever read,

aves@normal.com

Address III 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.

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

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

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

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 ^{\$260} \$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
Cathedral Station
Address [redacted] 31 City NY, NY 10025
State _____ Zip _____ Phone 212- [redacted]

No changes. Same as last time.
Text to come

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

101 Reasons Why

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 and it back to for \$65, com

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 the text you want at right

Date _____ Name _____

the rate City _____

68

vertical oligopoly a few companies

P.O. Box 2

Peace begins in the kitchen.
Go vegetarian!

101 Reasons Why I'm a Vegetarian

Contribute to the ^{11th printing} ~~2007 EDITION~~ of the "mighty convincer"

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

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

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

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

Checks payable to VivaVeggie Society

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

Date 4/5/07 Name Nancy K. [redacted]
Address [redacted] NY
State NY Zip 10009 Phone 212 505-8705

No changes. Same as last time.
R.O.A.R.!! Hear our animal lib/vegan radio!
www.goroad.blogspot.com

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

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

R.O.A.R.! vegan radio

~~listen: ~~www.~~~~ listen:

www.goroad.blogspot.com

comment:
animal_rfs@hotmail.com

DID YOUR
FOOD
HAVE A
FACE?

PETA GoVeg.com



KFC Cruelty
We do chickens wrong



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 27 PM 5 T



Animals in Laboratories



Unseen
They Suffer

Unheard
They Cry

In Agony
They Linger

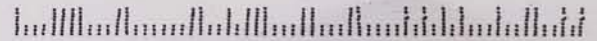
In Loneliness
They Die

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

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



10012+0005 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 CANDICE [redacted]
CALL AHEAD (E.AFTER JAN 15, 1998)
 Address [redacted] City N.Y.C. State N.Y. Zip 10021
 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) 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 & 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.

*forget the name of the person who gave me this flyer
We're looking forward to help you again
We'd probably use the same "50 year" as before
CPL*

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 VivaVegie Society needs \$2,400 in pledges to send it back to press. Only 4,000 copies of the 1996 edition are left.

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

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.

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

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 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 _____

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:	*5 [redacted] NW, #404
City:	* [redacted]
State, Zip:	* [redacted] L J. MURPHY
Tel. No.:	* [redacted] N 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.vegansonly.com

Joe Passaretti

GET YOUR **Vegetarian Starter Kit**
202-686-2210 • www.govegetarian.org
**Physicians Committee
for Responsible Medicine**
WASHINGTON, D.C.

Norma Ramos, Esq.

...peratures tha
...destruction. T
...rarely the
...Not 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-
...exposure to ...in, a ...own
...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 AK [redacted] / PCRM
Address [redacted] #400 City WASHINGTON
State DC Zip 20016 Phone 20 [redacted]
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

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.

Address [redacted] City Bethesda

State MD Zip [redacted] one 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 your name or company's name 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
Archives online: www.animalpeoplenews.org



No changes. Same as last time.

\$50.00
Check

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

April 5, 2001

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

Paid

✓
✗

*from
Alison E.
Stanley*

Dear Viva Vegie Society,

Enclosed please find a donation in honor of the upcoming birthday of our friend, Evelyn Gr [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
tot

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
Dusty to [redacted]



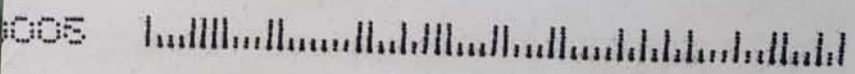
Ms. Suzy I
Saugatuck, MI 49453



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