

PROGRAM • 2 p.m.-2:30 p.m.

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

PROGRAM • 2:30 p.m.-3 p.m.

Victoria Moran is an obesity survivor for now 60-plus years. She's the bestselling author of 11 books, including the weight-loss classic *The Love-Powered Diet*. Victoria is also an inspirational speaker and vegan lifestyle coach, among many other talents. She has appeared twice on The Oprah Winfrey Show and is published widely in the mainstream press.

Bob DiBenedetto is co-founder of Healthy Planet and is creator of the group's Healthy School Lunch Program. He hosts "The Healthy Planet" and is frequently quoted/featured in the mainstream media. He advocates the complete end of fossil fuel dependence.

PROGRAM • 3 p.m.-4 p.m.

Joan Wai was born in Hong Kong and immigrated to New York City in 1975. For over 20 years, she worked as a reporter in the Chinese community. Joan is the founder (1984) and director of Youth Buddhism Communications Center (NYC) and GreenCompassion.us. She organizes regular vegan banquets with hundreds of attendees. Joan Wai has been invited to the World Buddhist Forum where she presented an official paper advocating vegetarianism.

Caryn Hartglass is the founder of Responsible Eating And Living (REAL), ResponsibleEatingAndLiving.com, a nonprofit that promotes plant-based foods and planet-friendly products. She has appeared on Dr. Oz, Geraldo At Large, 20-20, and CNN, and currently hosts two weekly radio programs.

Martin Rowe is publisher at large at Lantern Books and vice-president of Booklight Inc., which publishes many of the iconic vegan titles of our day. He blogs regularly at rightoffthebatbook.com and is the author of *Nicaea: A Book of Correspondences* and editor of *The Way of Compassion*. His website is www.martin-rowe.com.

PROGRAM • 4 p.m.-5 p.m.

Anne Dinshah is a lifetime vegan and third-generation vegetarian. She is the author of *Dating Vegans* and the co-author (with Freya Dinshah) of *Apples, Bean Dip, and Carrot Cake: Kids! Teach Yourself to Cook*. Currently, she is on a national book tour. Anne is a professional rowing coach who teaches clinics throughout the country. She's Mom to vegan Clint who likes to wear his calf costume.

Rynn Berry is the historical advisor to the North American Vegetarian Society and is, in general, a treasure to the vegan community. He is the author of *The New Vegetarians, Famous Vegetarians, Food for the Gods, Hitler: Neither Vegetarian Nor Animal Lover*, and the *Vegan Guide to New York City*. He co-authored *Becoming Raw: An Essential Guide*. He has written numerous articles on veganism, including some that stand as official encyclopedia entries.

PRIZE DONATIONS, COSTUME CONTEST

(see inside flap, top • 2 p.m.-2:30 p.m.)

\$150 gift certificate ★ **Hangawi** (A vegetarian shrine in another space and time), 12 East 32nd St., NYC, 212-313-0077, www.hangawirestaurant.com

\$100 gift certificate ★ **Candle Cafe West** (at 75th St.), 2427 Broadway., NYC, 212-472-0970

\$100 gift certificate ★ **Gobo**, 401 Avenue of the Americas (6th Ave. at 8th St.), NYC, 212-255-3242

\$60 gift voucher ★ **Loving Hut** (Midtown), 348 Seventh Ave., NYC, 212-760-1900

\$50 gift voucher ★ **Ayurveda Cafe** (Upper West Side), 706 Amsterdam Ave., NYC, 212-932-2400, www.theayurvedacafe.com

\$50 gift voucher ★ **Peacefood Cafe** (at 83rd St.), 460 Amsterdam Ave, NYC, 212-362-2266

\$50 gift voucher ★ **Peacefood Cafe** (near Union Square), 41 East 11th St., NYC, 212-979-2288

\$50 gift voucher ★ **May Wah Vegetarian Market** (Chinatown), 213 Hester St., NYC, 212-334-4428

100 copies ★ **101 Reasons Why I'm a Vegetarian**, by Veggie Pride Parade organizer Pamela Rice

\$25 gift voucher ★ **City Swiggers** (Upper East Side), 320 East 86th St. (1st/2nd Aves.), NYC, 212-570-2000

CHANTS

- (1) **End the suffering: Go veg. Feed the hungry: Go veg. Protect the earth: Go veg. Enjoy good health: Go veg.**
- (2) **Raise a paw, raise a fist, let us not be species-ist**
- (3) **Get hip. Go veg.**
- (4) **One struggle one fight. Human freedom. Animal rights!**
- (5) **One, two, three, four, global warming's at our door. Five, six, seven, eight, we need to go veggie before it's too late.**
- (6) **Animals feel pain. They have a heart and brain. So isn't it insane to change their names? A cow's not beef. A pig's not pork. Don't stick them with knife and fork!**
- (7) **Hey, ho, we're so cool. Being veggie truly rules.**
- (8) **What do we want? Vegan options in our schools. When do we want it? Now!**
- (9) **Hey, hey, ho, ho, factory farming's got to go. Ha, ha, hee, hee, Let the animals run free.**
- (10) **Your dinner, my friend, led a horrible life. Change it all with fork and knife.**

Veggie Pride Parade

NEW YORK CITY • Sunday, Mar 24, 2013

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

LINE UP: 11 a.m.

START: 12 Noon

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

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

POST-PARADE EXPO IN UNION SQ. PARK

Program of Events and Speakers

PROGRAM • 1:00 p.m.-1:15 p.m.

Pamela Rice (www.triroc.com/vid) is the author of "101 Reasons Why I'm a Vegetarian," the popular 16-page manifesto, now enjoying its 20-year anniversary. Long known as "the mighty convincer," "101 Reasons..." is also available in book form (Lantern). Ms. Rice is the erstwhile publisher of "The VivaVine" and is the organizer of this event.

Nancy Kogel is the founder of ROAR (Reaching Out for Animal Rights) and has been known to break into song promoting veganism in the post office...or wherever! She hands out thousands of pro-vegan leaflets on the subway every month and is producer of countless videos and public access TV shows. Her must-be-on list: VeganNan@gmail.com

Wilson Morales is an elder with the Seventh Day Adventists, a Christian sect that, unlike any other, professes vegetarianism.

PROGRAM • 1:15 p.m.-2:00 p.m.

Mickey Z was born and raised in Astoria, Queens, and has been an ethical vegan since 1995. He is the author of 11 books and is probably the only person on the planet to have appeared in both a karate flick with Billy "Tae Bo" Blanks and a radical political book with Noam Chomsky.

Marybeth Abrams is a nutritional consultant, a certified plant-based nutritionist, and the author of *4-Ingredient Vegan* and *Tofu 1-2-3*. She is on the board of trustees for North American Vegetarian Society and is associate editor for its Vegetarian Voice magazine. Marybeth also hosted a vegan cooking DVD with former Olympic athlete Carl Lewis.

Karen Davis, PhD, is the founder and president of United Poultry Concerns, a nonprofit organization dedicated to the compassionate and respectful treatment of domestic fowl. Ms. Davis, alone, put farmed poultry birds on the radar screen for the modern vegan advocacy movement. The author of many seminal works, she has spearheaded numerous successful campaigns, hosted over ten conferences, and has been featured many dozens of times in the mainstream press.

(continues on flap)

Thanks to the volunteers:

- Dave Robinson
 - Bernie G.
- Tom Thompson
- Rachel Berardinelli
 - Pei Cen Lin
 - Jean Thaler
- Roberta Schiff
- Maurice Greenfield
 - Chris Smith
- Michele Zezima
 - Gordon Riggs
- Laurie Jordan
 - Alan Rice

Union Square West

Table 16

- ➔ (A) Global Justice for Animals and the Environment
- ➔ (B) Physicians Committee for Responsible Medicine (PCRM)

Table 17

- ➔ (A) Hari Krishna, Long Island
- ➔ (B) Humane Farming Association

Table 18

- ➔ (A) Farm Sanctuary
- ➔ (B) Green Compassion, Youth Buddhism Communications/ speaker Joan Wai

Table 19

- ➔ (A) Meetup groups
- ➔ (B) Compassion Over Killing (COK)

17th Street

Table 20

- ➔ (A) VivaVeggie Society/ NYC Veggie Pride Parade organizer Pamela Rice
- ➔ (B) menu table

Table 21

- ➔ (A) Healthy Planet/ speaker Bob DiBenedetto
- ➔ (B) Chicago Veggie Pride Parade

Table 22

- ➔ (A) VegOut
- ➔ (B) Donny Moss, www.votequinnout.com

- SPECIAL THANKS TO:**
- Peacefood Cafe
460 Amsterdam Ave. (82nd), NYC 10024
 - Candle Cafe
1307 3rd Ave. (75th), NYC 10021
 - Roberta Schiff
 - Jean Thaler
 - A Well-Fed World
 - Farm Animal Reform Movement
 - Supreme Master Ching Hai
 - GreenCompassion.us
 - NALITH
 - Emanuel Goldman

Soapbox TESTIMONIAL STATION

➔ Get up on the soapbox...Spill your guts. Tell the world in open outcry how and why you became a vegan or vegetarian. Laugh, cry. Definitely emote. Your awesome performance will be uploaded to YouTube.

Table 15

- ➔ (A) Mercy for Animals
- ➔ (B) Pay-Per-View (omnivores watch a veggie video, get a dollar & a DVD); sponsored by Mercy for Animals and Veg Fund

Veggie Pride Parade
Post-parade rally/expo
 NEW YORK CITY
 March 24, 2013
 UNION SQUARE PARK, NORTH PLAZA
 VivaVeggie Society, sponsoring organization
www.veggieprideparade.org

Main Stage

Big Tent

Union Square East

Table 14

- ➔ (A) author/speaker Martin Rowe
- ➔ (B) Lantern Books

Table 13

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

Table 12

- ➔ (A) Friends of Animals
- ➔ (B) Organic Avenue (food donation)

Table 11

- ➔ (A) author Rynn Berry
- ➔ (B) author Charles Patterson

Table 10

- ➔ (A) Vegetarian Resource Group
- ➔ (B) Original Buddhism Society

Table 09

- ➔ (A) Supreme Master Ching Hai, International
- ➔ (B) Black Vegetarian Society of New York

Table 08

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

Pavillion

Table 07

- ➔ (A) North American Vegetarian Soc. (NAVS) / speaker Marybeth Abrams
- ➔ (B) author/speaker Victoria Moran

Table 06

- ➔ (A) PETA (People for the Ethical Treatment of Animals)
- ➔ (B) ROAR, activist Nancy Kogel

Table 05

- ➔ (A) 7th Day Adventists, speaker Wilson Morales
- ➔ (B) author/speaker Mickey Z

Table 04

- ➔ (A) Responsible Eating and Living (REAL)
- ➔ (B) Raw Revolution (food donation)

Table 03

- ➔ (A) F.A.R.M. (Farm Animal Reform Movement)
- ➔ (B) Safe Haven Farm Sanctuary

Table 02

- ➔ (A) American Vegan Society / speaker Anne Dinshah
- ➔ (B) Team Organic

Table 01

- ➔ (A) Jewish Vegetarians of North America (JVNA). Also, Alliance to End Chickens as Kaparos
- ➔ (B) United Poultry Concerns / speaker/author Karen Davis