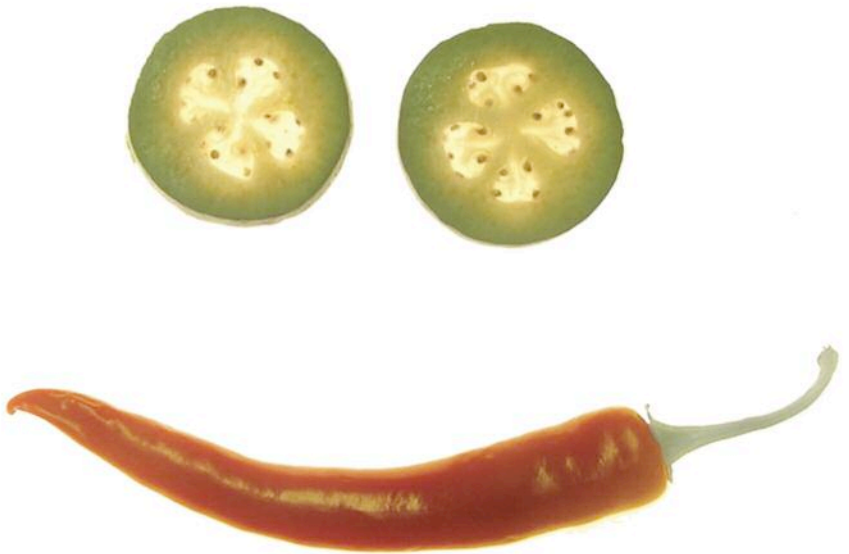


Veggie Pride Parade II

PROGRAM GUIDE

Sunday, May 17, 2009



Greenwich Village
NEW YORK CITY

SEASONAL ORGANIC VEGAN CUISINE



Two Locations

The Upscale ...

Candle 79

154 East 79th St.
New York, NY 10021
212-537-7179

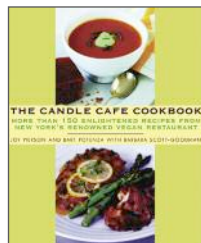
VOTED BEST VEGETARIAN
RESTAURANT, NYC,
2007 & 2008, ZAGAT SURVEY

Original Location ...

Candle Cafe

1307 Third Avenue
at 75th Street
New York, NY 10021
212-472-0970

Cookbook available
nationwide, at local bookstores,
and on Amazon.com



Veggie Pride Parade, NYC

May 17, 2009 • Greenwich Village

+ RALLY/EXPO IN UNION SQUARE PARK

New York City

PROGRAM

Parade

- 11:00 a.m. **Line up** for parade where Little West 12th St., Gansevoort St., Greenwich St., and 9th Ave. come together
- 12:00 Noon **Parade begins**



Parade end point: Rally/Expo in Union Square Park (north end)

NOTE: bios are on following pages.

PROGRAM SUBJECT TO CHANGE

- 1:00 p.m. **Parade culminates** at rally/expo point, the *northern* end (sector) of Union Square Park
- 1:00 p.m. From on stage **Cheryl Hill** welcomes parade participants entering the park with a set of original music.
- 1:45 p.m. Speaker **Dada J.P. Vaswani** gives keynote address.
- 2:00 p.m. Speaker **Paul Shapiro** addresses the crowd.
- 2:10 p.m. **Pamela Rice**, parade organizer, **presents awards** for best-costume contest and best sign-board/slogan **contest**.
- 2:25 p.m. Pamela **introduces** the **authors** at the rally who are on hand to sign their books from the authors' expo table.
- 2:30 p.m. Speakers **Peter Anderson, Marianne Theime, Christine Vardaros, Richard Schwartz, Karen Davis, Joan Wai, and Mickey Z** address the crowd.
- 4:00 p.m. **John Phillips** of the League of Humane Voters, NYC, introduces **Tony Avella** and **Yetta Kurland**.
- 4:15 p.m. Naming ceremony, baby veggies (toddlers in costumes), the offspring of **Chris P. Carrot** (PeTA) and **Penelo Pea Pod** (VivaVeggie Society). Firebrand **Dave Warwak** conducts the ceremony.
- 4:30 p.m. **Cheryl Hill**, second set.

Veggie Pride Parade, NYC, 2009

Coming together with one voice, one expression of veggie pride

Building on the overwhelming success of last year's parade, this year's march through Greenwich Village, New York City, will surely be even bigger and better. Individually, one may be an animal-rights activist, an environmentalist, or a person concerned with his or her health. But on Sunday, May 17, 2009, all will come together with one voice, one expression, of veggie pride, compassion, and sanity.

Parade participants are encouraged to dress up in costumes and wear sign boards announcing their pride in their vegetarian lifestyle. Local restaurants and vegetarian groups will be represented with banners and chants. PeTA's Chris P. Carrot and VivaVeggie's Penelo Pea Pod (the seven-foot-tall human peapod) will again head up the parade (see image). But this time, after a year of "married life," the two will be accompanied by a gaggle of baby veggies (offspring, that is toddlers dressed in costume).

The procession will begin as last year at 12 Noon in the Olde Meat District (where 9th Ave., Gansevoort

St., Greenwich St., and Little West 12th St. converge). It will culminate in Union Square Park, where a festival of music, speakers, exhibitors, and vegan food will take place.

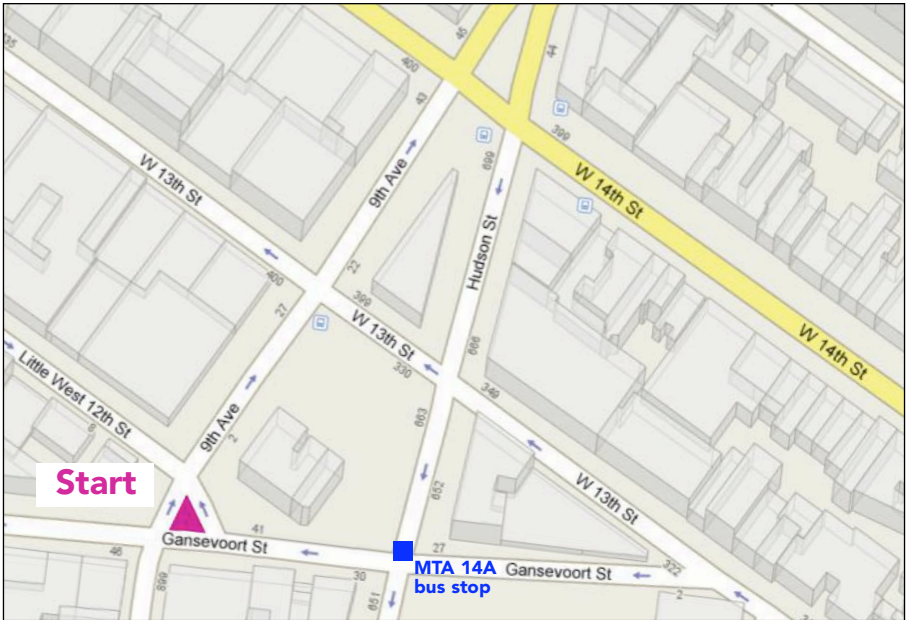
From 1 p.m. to 5:15 p.m., the stage will glisten with the passionate faces of leaders and performers in the movement: We'll hear from activists, political and spiritual leaders, organizers, a school principal, a world-class athlete, a poet, and fighters for of all stripes.

- At 2:10 p.m., winners of the costume and poster-slogan contests will be announced.
- At 4:15 p.m., a naming ceremony will take place involving the baby veggies.

Organizer Pamela Rice believes that with this parade, "vegetarians will be just a little less invisible, their lifestyle just a little more tenable, and the misconceptions about vegetarianism just a little less pronounced." Ms. Rice said, "I'm hoping that at this event people will be amazed at the culture vegetarians have been creating in recent years.



veggieprideparade.org



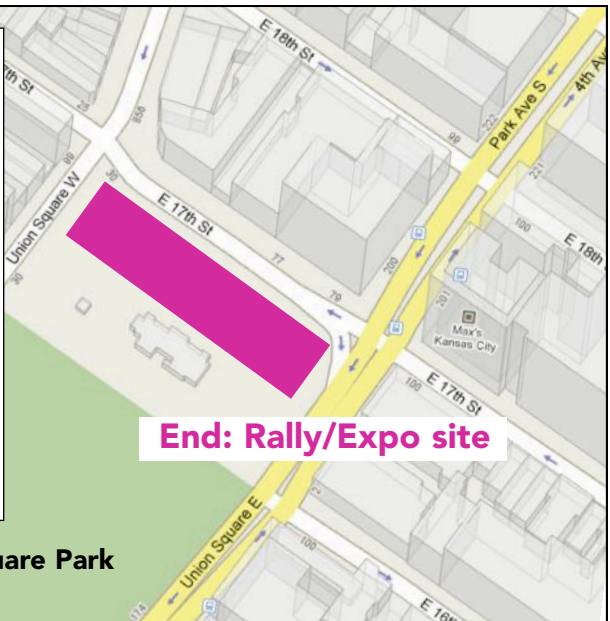
▲ Parade start: the Olde Meat District

Parade end: Union Square Park, north end ▼

The route

(subject to change)

The parade begins where Little West 12th St., 9th Ave., Gansevoort St., and Greenwich St. come together. It then makes its way southeast on Greenwich Av., east on 8th St., south on 5th Ave., around Washington Sq. Park, north on University Pl. to the north end of Union Sq. Park.



End: Rally/Expo site

Union Square Park



J.P. Vaswani is one of India's most recognized nonsectarian spiritual leaders and the head of the Sadhu Vaswani Mission. For the past 43 years, Dada, as he is affectionately known, has been a tireless advocate for animal rights and non-violence. Cultivating his ideals from his mentor and guru Sadhu T.L. Vaswani, he is today an accomplished orator, philosopher, educationalist, and philanthropist. Dada lives in Pune, India.



Paul Shapiro is the senior director of the factory farming campaign of the Humane Society of the United States. He has spearheaded numerous successful campaigns on behalf of farmed animals. He directs the effort to convince retailers, food service providers, and others to expand their vegan options. Prior to working for HSUS, Paul founded Compassion Over Killing, where he worked as a farmed-animal cruelty investigator.



Peter Anderson is the principal of Future Leaders Institute, a progressive charter school in Harlem. He's worked in education for over 15 years and holds graduate degrees from the London School of Economics and New York University. Part of what he passes along to the kids at his school is the wisdom of healthy eating. He has partnered with New York Coalition for Healthy School Food to provide two plant-based meals per week.



Marianne Thieme is a member of The Netherlands' House of Representatives and is leader of the Party for the Animals. She is the on-stage narrator for the pro-vegan DVD *Meat The Truth*. It presents a hard-hitting but popular presentation of the vegan environmental arguments, emphasizing, in particular, livestock's heavy influence on global warming. Early in her career, she was a fauna consultant for the Dutch SPA.



Green vegan rawker **Cheryl Hill** returns to the Big Apple from her current home in Austin, Texas, to rock Veggie Pride Parade-2. Hill wrote the VPP's theme song "Get Your Green On," a song about greening up the planet by greening up your diet. She's also branding a new raw vegan super food drink mix, Chocolate Bliss Elixir, and is co-hosting a weekly online, live, interactive TV show "EZ Raw Food 101 TV."



Christine Vardaros is a world-class vegan cyclist. She's writes fitness columns for *VegNews* magazine, *Cyclo-Cross* magazine, and the *Marin Independent Journal*. She is an official spokesperson for In Defense of Animals, a founding member of the Marin County Bicycle Coalition, and is a member of the athlete's advisory board for the Stone Foundation for Sports Medicine and Arthritis Research. And she's never owned a car.



Richard H. Schwartz, Ph.D. is the author of *Judaism and Vegetarianism*, *Judaism and Global Survival*, and *Mathematics and Global Survival*, and over 130 articles at JewishVeg.com/schwartz. He is the president of the Jewish Vegetarians of North America (JVNA) and the Society of Ethical and Religious Vegetarians. He is the associate producer of *A Sacred Duty*, a powerful, pro-vegan DVD production.

continued on page 6

Creating a Difference.

Music, dance, film, poetry, philosophy. These are the creative tools we use to explore issues, foster dialogue and build a deeper appreciation of human-animal relationships.

For 24 years, Culture & Animals Foundation has partnered with contemporary thinkers, researchers, artists and authors, supporting and funding projects that awaken people to the grandeur and plight of kindred animals.

Proud grantor of the Veggie Pride Parade.

Visit www.cultureandanimals.org/grantprogram.html for this year's additional recipients.

Culture & Animals
FOUNDATION



Think. Create.
Explore. Celebrate.

continued from page 4



Karen Davis, Ph.D. is president of United Poultry Concerns. She is the founding editor of UPC's magazine *Poultry Press* and the author of numerous books including *Prisoned Chickens*, *Poisoned Eggs*. Ms. Davis maintains a sanctuary for rescued poultry birds in Virginia. She is an inductee to the U.S. Animal Rights Hall of Fame. Since 1999, Ms. Davis and UPC have hosted eight annual conferences on farmed-animal advocacy issues.



Joan Wai is the founder and chief executive director of Youth Buddhism Communications, a New York City-based group fully committed to compassionate meatless living. She is the organizer of the 1,000-strong all-vegan banquet put on by the group in Chinatown every year in October. She is also the director of a community center near Confucius Plaza run by the organization.



Mickey Z will wax eloquent in poetry and prose in his most inimitable style at the post Veggie Pride Parade rally and expo. Proudly armed with his high school diploma, born and raised in Astoria, New York, part working class, part radical vegan, Mickey Z is probably the only person on the planet to have appeared in both a karate flick with Billy Blanks and a political book with Noam Chomsky. He has been a vegan for 14 years.



Tony Avella is a New York City councilman from Queens' 19th district. He heads five council committees and is a leading advocate of animal rights in city government. The 2007 scorecard of the NYC League of Humane Voters gave Tony a 100 percent rating, but it might as well have been 110 percent. He's taken up leadership roles with the Horse Drawn Carriage Ban, the Pets in Housing bill, and humane education in the city's schools.



Yetta G. Kurland is a civil rights and family law attorney with a long history of community activism and empowerment, which she now brings to her campaign for City Council in the 3rd District in Manhattan (Greenwich Village and environs). All serve well to complement her commitment to living a vegetarian diet. Yetta lives in Chelsea with her partner Elizabeth and their two dogs, Sal and Luca.



Dave Warwak is a meditator, philosopher, humanitarian, artist, musician, poet, and writer. Formerly a tenured middle school art teacher, he became an animal rights activist after he was notoriously fired for teaching veganism, to his students. Warwak's mission has since been to tell children the truth about our world. Ask Dave about transcripts that document his fight to keep his job, which include testimony by T. Colin Campbell.



Pamela Rice is the author of "101 Reasons Why I'm a Vegetarian," both book and pamphlet. She is the founding director of the Vegetarian Center of NYC and the organizer for this event. She is the founding director of the VivaVeggie Society, the parade's sponsoring group. She is also the erstwhile publisher of *The VivaVine: The Vegetarian Issues Magazine*. Pamela makes her living as a graphic artist in New York City.

What Wings Are For



Millie & Luca, her chick

Photograph by Neil S. Whitaker

United Poultry Concerns

Promoting the Compassionate and Respectful
Treatment of Domestic Fowl



For more information, visit us on the web at

www.upc-online.org

or call us at (757) 678-7875

Veggie Pride Parade 2008



Parade Chants

One, two, three, four.
Global warming's at
our door.
Five, six, seven, eight.
We need to go veggie
before it's too late.

End the suffering.
Go veg.
Feed the hungry.
Go veg.
Protect the earth.
Go veg.
Enjoy good health.
Go veg.

Hey, ho, we're so cool.
Being veggie truly
rules.

What do we want?
Vegan options in our
schools.
When do we want it?
Now!

Get hip. Go veg.

Eat those veggies.
Eat 'em good.
Get your fiber.
As you should.

Hey, hey, ho, ho.
Factory farming's got
to go.
Ha, ha, hee, hee.
Let the animals
run free.

Your dinner, my friend,
led a horrible life.
Change it all with fork
and knife.



Franchia

Restaurant and teahouse

- ☪ vegetarian cuisine
- ☪ tea and gift shop
- ☪ bridal / baby showers
- ☪ other events



12 Park Avenue
 New York, NY 10016
 T.212.213.1001
 F.212.213.2527
info@franchia.com
www.franchia.com

a tea shrine in another space and time ...



a vegetarian shrine in another space and time.

HanGawi Restaurant

Voted top vegetarian restaurant in NYC.
 - Zagat Survey 2009



12 East 32nd Street
 New York, NY 10016
 T. 212.213.0077
 F. 212.689.0780

info@hangawirestaurant.com
www.hangawirestaurant.com

The Roots of American Vegetarianism, Pt. 2

By Rynn Berry

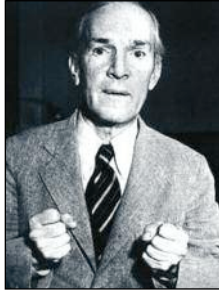
Modern American Vegetarianism

Although Dr. John "Cornflakes" Kellogg carried his vegetarian crusade into the 1940s, during the early decades of the twentieth century a triumvirate of self-appointed food authorities were helping to change the way Americans viewed the meat on their plates. The first of these was Upton Sinclair. A novelist and social reformer, Sinclair became a food reformer quite by accident. His novel, *The Jungle* (1906), which he had intended to be a diatribe against capitalism, was so vivid in its portrayal of the horrors of the meatpacking industry that it gave the country a case of national dyspepsia. It was influential in the passage of the Pure Food and Drug Act (1906), and one year after its publication, the U.S. Food and Drug Administration was formed. Sinclair himself became a vegetarian, albeit for only three years; however, there is no doubt that many Americans were so stirred by his book as to swear off eating meat altogether.

The next was Horace Fletcher. A corpulent American businessman, Fletcher lost weight by devising a system of repetitive chewing. Called "Fletcherism" it required that each morsel of food be chewed thirty-two times. When Fletcher found that meat offered the greatest resistance to being liquefied through chewing, the Great Masticator stopped eating meat

and recommended that earnest followers of his regimen do likewise. As soon as Americans found that they could lose weight simply through vigorous mastication, Fletcherism swept the country.

The third reformer, Bernarr Macfadden, was a rags-to-riches physical-culturist-turned-publishing-magnate and a charismatic public health figure. As one of America's richest young tycoons, he could have indulged his appetite on a Lucullan scale, but he lived chiefly on raw vegetables and fruit. (Later in life, he became a bit of a backslider and included some



Upton Sinclair

meat in his diet, but in his heyday, he lived mainly on raw vegetarian food.) On rare occasions when he fell ill, he cured himself through fasting. In 1902 he opened one of New York's first vegetarian restaurants, Physical Culture (named after his fitness magazine), where for a nickel one could dine on an entree like "Hamburger Steak," which was made from nuts and vegetables. By 1911 twenty vegetarian Physical Culture restaurants had sprung up in Philadelphia, Chicago, and sundry other locations.

In 1927 America's longest continuously running vegetarian society was founded in Washington DC by Milton Trenham with strong Seventh-Day Adventist backing. The VSDC is the oldest vegetarian organization in

continued on page 12

cruelty free.

78 orchard st, nyc, ny



animal approved.

866.598.3426



models: bowery,
wearing his own fur
coat; katie, wearing
linen wedges by
olsen haus.

mooshoes.com

Simple Act | Big Impact | We Can Stop Global Warming

LETS**ACT**NOW.org

Did you know that MEAT EATING is a MAJOR CAUSE OF GLOBAL WARMING?



uh....Raising animals for food produces more greenhouse gases than all transportation combined....

YOU can help SAVE THE PLANET.

*It's Simple. **Just GO VEG!***

continued from page 10
either north or south America.

On July 28, 1947, at a convention of the American Naturopathic Association at the Commodore Hotel in New York, a vegetarian political party, the American Vegetarian Party, was formed with the goal of putting up a presidential candidate for the 1948 election. Their candidate was Dr. John Maxwell, a naturopathic doctor and restaurateur from Chicago. To oppose General Dwight D. Eisenhower in the 1952 election, they nominated General Herbert C. Holdridge, a vegetarian West Point alumnus of the class of 1917. In every subsequent quadrennial election until 1964 (by which time the party had faded away) a candidate ran for the Presidency on the vegetarian ticket. More recently, Dennis Kucinich, one of the Democratic candidates for the presidential election in 2008, is a self-proclaimed vegan who attributes his stamina on the campaign trail to his fleshless diet.

A Paradigm Shift

These days, in freezer cases across

America one can find a vast array of vegetarian entrees, from the sophisticated to the ordinary. Supermarkets are stocking more and more vegetarian food products. Vegetarian restaurants continue to proliferate. Now, America is mounting its Veggie Pride Parade-2! All of this suggests that the popular image of vegetarianism as an eccentric, cranky, fringe movement has undergone a paradigm shift. Among younger generations of Americans, it is very much in vogue to be a vegetarian, if not a vegan.



Rynn Berry is the historical advisor to the North American Vegetarian Society. In addition to being the author of such

books as *Famous Vegetarians*, and *Food for the Gods: Vegetarianism and the World's Religions*, and *Hitler: Neither Vegetarian Nor Animal Lover*, and co-author of *Becoming Raw* (forthcoming in September, 2009), Rynn is the author of *The Vegan Guide to New York City*, where he lives.

Lantern Books

How to Eat like a Vegetarian

Even If You Never
Want to Be One

Carol J. Adams
and Patti Breitman

More than 250 Shortcuts,
Strategies, and Simple Solutions

Did you know VeggieBrothers.com is famous for fooling ...

...an Italian Wedding with their meatballs.



...a Jewish Grandmother with their Chicken Noodle Soup.



Finally... delicious vegetarian food that everyone can enjoy, shipped to your door!
Order online at www.veggiebrothers.com

High Protein • High Fiber • Zero Cholesterol • Great Taste = You Win!



Love to Eat?

We love putting a smile on your face with food that tastes too good to be healthy.

Serving NYC and NJ

- Chef's Training Program
- In-home Cooking Parties
- Personal Chef Service



Natural Kitchen Cooking School
Phone: (646) 283 - 9470
www.naturalkitchenschool.com
www.nkchef.com

Exhibitors

 American Vegan Society  Black
Vegetarian Society of New York 
Catskill Animal Sanctuary  Compassion
Over Killing  EarthSave  F.A.R.M.
 For the Animals Sanctuary  Farm
Sanctuary  musical artist Cheryl Hill 
Healthy Planet  Humane Society of the
United States  Jewish Vegetarians of
North America (JVNA)  Lantern Books
 League of Humane Voters, NYC 
Micah Publications  Moo Shoes
 Natural Kitchen Cooking School
 North American Vegetarian Society
(NAVS)  People for the Ethical
Treatment of Animals  Primal Spirit
Foods  Raw Revolution (energy bars) 
Sadhu Vaswani Center  SuperVegan.com

continued on page 16

Where the people are kind and the carrots are crunchy.

200 Happy Animals.
Tours, Events,
Vegan Cooking
Classes.

**Open weekends 11-3
Come fall in love!**



316 Old Stage Rd.
Saugerties, NY 12477
www.CASanctuary.org
(845) 336-8447

C E L E B R A T E

Veggie Pride



with
**American
Vegan
Society**

Celebrate

Find a Daily Way of Living for:

- Health & Nutrition
- Environmental Sanity
- Compassion for Animals

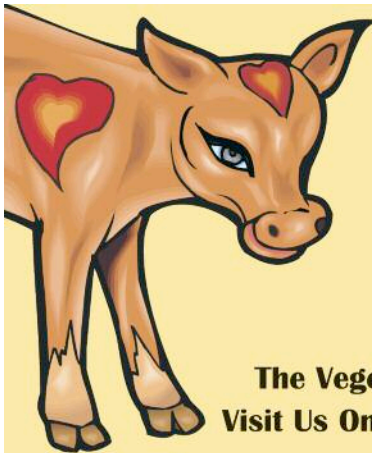
Ahimsa Lights the Way!

Subscribe to
American Vegan:
\$20 annually
(\$10 student/low income)

American Vegan Society • PO Box 369, Malaga NJ 08328
Phone: 856-694-2887 • www.americanvegan.org

Exhibitors, continued from page 14

Supreme Master Ching Hai International
Assn. 🌱 Team Organic, NYC 🥬 Turtle
Island Foods 🍄 United Poultry Concerns
— Vegan Outreach 🍌 Vegan Radio/
Vegan Bus 🍌 Vegetarian Resource Group
— Vegetarian Vision 🍌 Veggie Brothers
mail-order meals 🧄 VivaVeggie Society 🐷
V-Spot 🌱 Whole Earth Bakery 🥬
Whole Foods Mkt. 🍄 Wildwood
Organics 🍌 Woodstock Farm Animal
Sanctuary 🍌 Youth Buddhism
Communications 🥬 ZICO coconut water



**Vegetarians Have
Good Hearts!
Good Luck in This
Year's Parade!**

The Vegetarian Resource Group
Visit Us Online at WWW.VRG.ORG



Come to our NY Premiere!

AFTER THE PARADE

Sunday May 17th 5pm and 7pm

Location: NYFA, on 100 E 17th St.

Free admission!



**MEAT
THE
TRUTH**

The massive impact of livestock farming on climate change
Presented by Marianne Thieme, the world's first MP for animal rights!

Starring: Pamela Anderson, Bill Maher, James Cromwell, Emily Deschanel, Tony Denison, Esai Morales, Megan Blake, Debra Wilson, Skelton, Elaine Hendrix, Kate Flannery, Carol Leifer, Joy Lauren, Alia Sparks, Constance Marie, Kristina Klebe, Skyler Gisondo, Ibrahim Patrick Martin, Greg Vaughan, Touriya Haoud Vaughan, Wayne Paezle, Howard Lyman, Terrence Steinfeld, Matt Prescott, Harry Niking, Danielle Nierenberg, David Davies, John Powles and many others!

NYFA is produced in commission by the **NICOLAAS G. PIERSON**
FOUNDATION

Meatout Mondays



Kick the Meat Habit - One Day at a Time!

Get your free Meatout Mondays e-newsletter...

It's fun and colorful with delicious vegan recipes, inspiration, and cutting edge nutrition & product info. Plus, FREE Veg Kit!

800-632-8688



FARMUSA.org

Want more?

Join FARM for the animal rights conference every summer.

www.ARCConference.org

Judaism & Vegetarianism
go together ...naturally

Micah Publications

*The source for
Jewish vegetarian
and animals rights books*

www.micahbooks.com

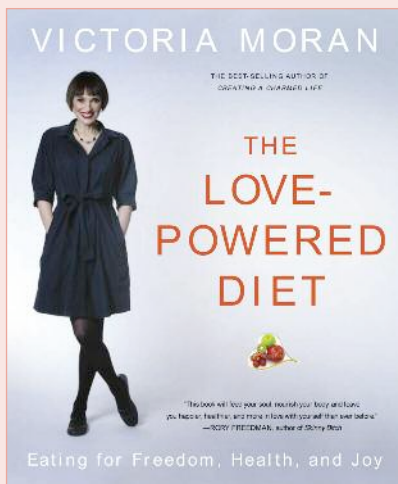


Be Fed

Here are restaurants and eateries near the parade route and the parade endpoint/rally location

- Angelica Kitchen, 300 E. 12th St.
- Babycakes, 248 Broome St. (nr. Ludlow)
- Blossom, 187 Ninth Av. (nr. 22nd St.)
- Bonobo's, 18 E. 23rd St.
- Caravan of Dreams, 405 E. 6th St.
- Curly's, 328 E. 14th St.
- Dosa Man (Washington Sq. Park)
- Franchia, 12 Park Av. (nr. 34th St.)
- Gobo, 401 6th Av. (nr. 8th St.)
- Hangawi, 12 E. 32nd St.
- JivamuktTea Café, 841 B'way (nr. 13th St.)
- Lula's Sweet Apothecary, 516 E. 6th St.
- Maoz, 38 Union Sq. East
- Pure Food and Wine, 54 Irving Pl.
- Quintessence, 263 E. 10th St.
- Red Bamboo, 140 W. 4th St.
- Sacred Chow, 227 Sullivan St. (nr. 3rd St.)
- 'sNice, 45 8th Av. (nr. W. 4th St.)
- Stogo, 159 E. 10th St.
- Temple in the Village, 74 W. 3rd St.
- Tiengarden, 170 Allen St. (nr. Stanton)
- VP-2, 144 W. 4th St.
- Whole Earth Bakery, 130 St. Marks Pl.

Available now!



"This book will feed your soul, nourish your body, and leave you happier, healthier, and more in love with yourself than ever before."—Rory Freedman, co-author of *Skinny Bitch*

WWW.LANTERNBOOKS.COM

With the world rapidly heading toward an unprecedented catastrophe, a shift toward veganism is more important than ever.

Visit **ASacredDuty.com**

to view and/or request a free DVD of

A Sacred Duty

APPLYING JEWISH VALUES TO HELP HEAL THE WORLD

Praised by Jews and non-Jews, vegetarians and non-vegetarians, religious and non-religious viewers.

For over 130 articles and a free course on Judaism and vegetarianism, please visit

JewishVeg.com/schwartz

For more information, also visit

JewishVeg.com



Vegetarian news from the mainstream media

- A March 2009 story (*Boiling mad: crabs feel pain*) on LiveScience.com reported that “researchers now say that not only do crabs suffer pain, they retain a memory of it.” The scientists say its time for new laws to consider the suffering of all crustaceans.”
- A March 2009 Associated Press story

(*Pharmaceuticals found in fish across U.S.*) reported that researchers had found that “fish caught near wastewater treatment plants serving five major U.S. cities had residues of pharmaceuticals in them, including medicines used to treat high cholesterol, allergies, high blood pressure, bipolar disorder and depression.” The phenomenon, the story noted, was worse on the wildlife than to the people who eat the fish.

- A December 2008 *Star-Ledger* (New Jersey) story (*Farmers blanch at idea of cow tax*) told of an Environmental Protection Agency proposal to tax cows to promote “a way to regulate greenhouse gas emissions under the Clean Air Act,” a suggestion that according to the story has rankled dairy and cattle farmers. A typical dairy farmer with 200 cows would face up to \$35,000 in permit fees if the regulations actually become rules.

- An October 2008 *Agence France Presse* story (*Red meat primes body for intestinal germ: study*) told of a study published in the journal *Nature*, which found that a “steady diet of red meat makes the body more susceptible to a virulent form of intestinal bug that can cause bloody diarrhoea and even death.” According to the study, red “meat naturally contains molecules that “act as a sort of magnet for the toxins exuded



blossom
Gourmet Organic Vegan Cuisine

Even in your most blissful vegetative state, certain things always inspire a little ping of wistfulness: the luxury of ordering any item off a menu with complete abandon, abundant choices of creative comfort foods, and enjoying your dining freedom in a trendily elegant setting.

187 Ninth Avenue NYC
212-627-1144

Visit our new UWS location
Café Blossom
466 Columbus Avenue NYC
212-875-2600

www.Blossomnyc.com

Thank you all at the Woodstock Farm Animal Sanctuary for helping the animals the way you do!

Winner of Best Vegetarian Restaurant —2009 & 2008 Time Out Eat Out Awards

by an E. coli strain..."

- A January 2009 *Chicago Tribune* story (*City health chief goes meatless, urges others to join him*) introduced us to Dr. Terry Mason, the top health commissioner for the city, who has not only adopted the vegetarian diet for himself but has been for the past four years actively promoted it to the inner city.

- A BBC News story (*A billion frogs on world's plates*) in January 2009 reported that according to a new study, "up to one billion frogs are taken from the wild for human consumption each year." As a consequence, in part, "about one-third of all amphibians are listed as threatened species."

TOASTIES, a typical non-vegetarian deli across from Union Square Park, tells us that parade marchers are welcome to use its **toilet facilities** particularly if such use is paired with a purchase of its **veggie burger**. Go to 25 Union Square West, btwn. 15th St. and 16th St. Call ahead for your order: 212-924-3331.



EZ Raw Food IOI TV

Online • Live • Interactive

Airs Wednesdays

@ 8 PM CDT US on

<http://www.justin.tv/ezrawfoodIOI>

Join Chef Alicia Ojeda and Green Veggie Rawker Cheryl Hill as they interact with you about the vegan raw and living foods lifestyle. Special guest appearances too!

TV FOR THE GREEN VEGAN (R)EVOLUTION!

The Shady Hollow Inn

A Vegetarian B&B on Cape Cod since 2001



We know NYC is veg-heaven but our oasis is only four hours away! Treat yourself to our lovely surroundings and delicious veg'n food!

370 Main Street, South Dennis, Ma. 02660
508-394-7474 email shady@gis.net
www.shadyhollowinn.com

Ann Hart & David Dennis

All graphic/web design, editing, print production, ad sales, and most of the writing for the VeggiePrideParade.org Web site and this

program guide ... by **Pamela Rice**

www.triroc.com/pamelarice • 212-242-0011

• **VivaVeggie Society:** HOME OF
101 Reasons Why I'm a
Vegetarian, BY PAMELA RICE. Bulk orders:

\$3/1 copy, \$20/50 copies, \$35/100 copies. Postage paid, checks to: VivaVeggie Society, P.O. Box 294, Prince St. Station, New York, NY 10012. PayPal orders: www.vivaveggie.org • VivaVeggie

Society: HOME OF THE Vegetarian
Center, NYC, 212-242-0011

• VivaVeggie Society: HOME OF THE
Veggie Pride Parade,
NEW YORK CITY: www.veggieprideparade.org

VeganEssentials

Where compassion meets convenience

- ✓ Vegan owned and operated.
- ✓ No animal testing and no animal products in anything we sell.
- ✓ Over 1,200 different all-vegan items in stock.
- ✓ Order online:

www.veganessentials.com

or call

1-866-88-VEGAN

Goals

We march in the Veggie Pride Parade:

1. To set a positive example by standing proud and standing up for the veg'n lifestyle.
2. To show our true love of animals, which must include farmed animals.
3. To celebrate our healthy diet.
4. To educate about the issues surrounding today's cruel, unsustainable, and exploitative meat-, egg-, and dairy-production systems.
5. To encourage meat eaters—through advocacy and example—to join us in our compassionate way of living.

Online Resources for NYC Vegans:

For the best restaurant finder and vegan blog, go to:

SuperVegan.com

For a great online community for vegans, go to

HappyCow.com

To reach out and meet your fellow vegan, go to

Meetup.com

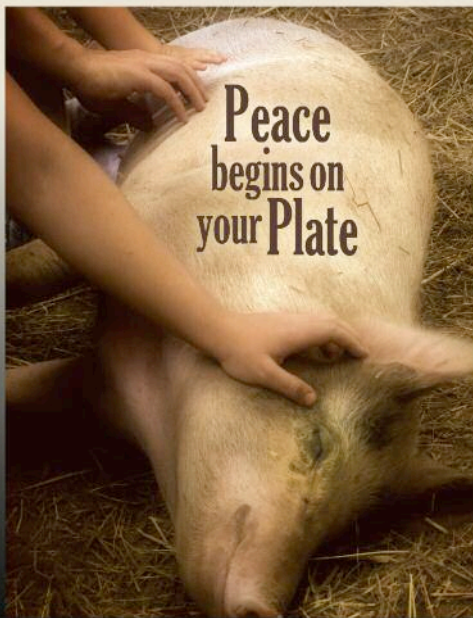
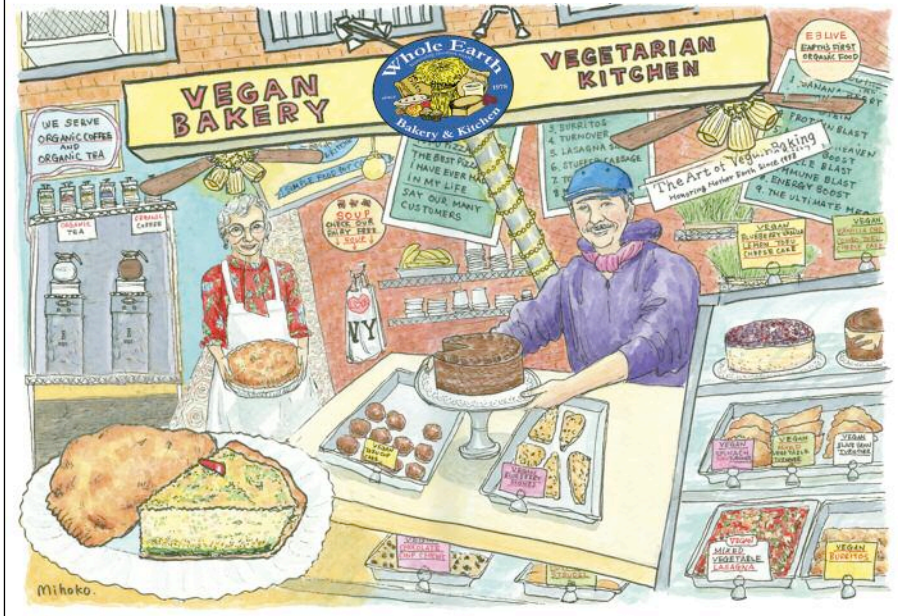
To air your rants, your raves, your 2¢, go to the Veggie Pride Parade bulletin board

**[veggieprideparade.org/
forum/index.php](http://veggieprideparade.org/forum/index.php)**

To stay informed about the VivaVeggie Society, go to

<http://tinyurl.com/cwyuny>

Whole Earth Bakery & Kitchen, www.wholeearthbakery.com, 212-677-7597, 212-677-7067, fax between Ave A and 1st Ave, 130 St. Marks Pl. (8th St.), NY, NY 10009



Peace
begins on
your Plate

WOODSTOCK
FARM ANIMAL SANCTUARY

Frolic with goats
Cuddle with chickens
Give a pig a belly rub!
Over 150 rescued farm animals

Open weekends 11 - 4
www.WoodstockSanctuary.org
845.679.5955
Just 2 hrs from NYC - bus service available

Save the date! Our 3rd Annual June Jamboree is Sat. June 13th!

At press time, the following companies pledged donations to the Veggie Pride Parade to be used as prizes for the best-costume contest and best sign-board slogan contest.

- **Quintessence** is donating dinner for two, worth \$100
- **Counter** is donating dinner for two, worth approximately \$85.
- **Peace Food** restaurant is donating dinner for two, worth approximately \$80.
- **Wild Ginger** is donating dinner for two, worth \$65.
- An **Arbonne International** representative is donating \$100 in the all-vegan, all-pure line of cosmetics.
- **Micah Books** is donating a collection of its fine books worth \$60.
- **Curly's** is donating dinner coupons worth \$50.
- **Rawstar** is donating dinner coupons worth \$50.
- **Veggie Brothers** (New Jersey) is donating a gift certificate for mail-order veggie meals worth \$50.
- **Foodswings** (Brooklyn) is donating gift certificates worth \$50, total.
- **Vegetarian Resource Group** is donating various books and membership benefits worth \$50, total.
- **Bonobos** is donating two gift certificates worth \$40, total.
- **V-Spot** (Brooklyn) is donating a gift certificate for a dinner worth \$40.
- **Delicious TV's Totally Vegetarian cable-TV show** is donating two copies of the cookbook *Totally Vegetarian*, by Toni Fiore, along with five cooking-show DVDs worth \$50, total.
- **Party for the Animals** (a political party in The Netherlands) is donating 10 DVDs of Meat the Truth worth \$180, total.

Links to companies' Web sites: www.veggieprideparade.org/dept/contests.htm

COUNTER.

vegetarian **BISTRO** & organic **BAR.**

105 first avenue nyc 10003 • 212-982-5470 • COUNTERnyc.com

Thank You to the Volunteers

- **Alan Rice**, rally coordinator, restaurant outreach, vendor bid gatherer, & maintenance
- **Robbie Schiff**, monthly full-course dinners for the parade committee, rally free-food manager
- **Leif Erich**, stage sound, hero
- **Carlos Pinto**, invaluable all-around help
- **Darnay Hoffman**, legal
- **Thomas Thompson**, supremo volunteero
- **Jorge Guevara & Esther Artiles**, parade prep
- **Lisa Lindblom**, FOP (friend of Pamela), rally clean-up committee,
- **Mindy Getch**, Web-site bulletin board set up
- **Bernie G.**, invaluable support
- **Ariel Penne**, proofreading
- **Carrie Smith**, contest-prize go-getter, radio publicity
- **Jean Thaler**, marshal of the marshals
- **Neil Hornish**, Penelo Pea Pod
- **Danielle Fontaine**, lit. requester
- **Gérard V. Sunnen**, international relations
- **Rahul Agarwal**, parade prep
- **Andy Shah**, vegan outreach
- **Louis Gedo** poster

OMISSIONS REGRETTED

Peas & luv,
Pamela Rice



KOSHER • VEGAN • GLUTEN FREE • CASEIN FREE
EGG FREE • SOY FREE • REFINED SUGAR FREE

To place an order call Mon-Fri, 9-5
212-677-5047 www.babycakesnyc.com
248 Broome Street, New York, NY 10002

www.nyvegetarianexpo.org




Green Boroughs

www.greenboroughs.com
Les@greenboroughs.com
718-530-5074

Providing marketing, networking, and educational information to business owners and consumers in the green sector of New York City.

FREE CONSULTATION



H.I.M.

ITAL RASTARANT & JUICE BAR
Catering for all occasions
We specialize in organic foods
754 Burke Ave. • Bronx, NY
(btwn. Holland and Wallace Aves.)
718-653-9627



Rawstar

vegan live cuisine

No heat greater than 95° is used to prepare food, so vitamins, minerals, and enzymes are left intact for maximum nutrition.

687 Washington Avenue
btwn. St. Marks & Prospect
Brooklyn • 718.975.0304
www.rawstarcafe.com

www.veggieprideparade.org



Go Vegetarian!
Carrot2004.com

Give Peas
a Chance
GO VEGETARIAN

PeTA's
Chris P.
Carrot &
VivaVeggie's
Penelo Pea
Pod will
lead the
Veggie Pride
Parade

Emanuel Goldman
The Vegetarian Cinophile



Naomi Weinshenker, M.D.
Adult, Child & Adolescent Psychiatry
Clifton, NJ
973-471-4448



UNITED FEDERATION
OF TEACHERS
HUMANE
EDUCATION
COMMITTEE
encourages teachers and
students to share
our veggie pride.

<http://www.uft.org/member/committees/humane/>

Since 1995, Tiengarden opened its doors in hopes of creating a warm, comfortable, and communal space for people to share healthy and delicious vegan food together. Unquestionably, for over a decade, Tiengarden operates on a daily basis to provide a familiar place for people from all around the world to call "home."

**170 Allen Street,
New York, NY10002
Tel: 212-388-1364
www.tiengarden.com**

天素源
Tiengarden
Vegan Restaurant



A world vegan cuisine & bakery
Opening in late May 2009



peacefood cafe
eat differently

460 amsterdam avenue (at 82nd Street)
new york, ny 10024

212.362.2266

www.peacefoodcafe.com (coming soon)



Loving Hut Vegan Restaurant



Coming Soon !
150 Centre St, NY, NY 10013

Save the Planet

Be Veg! Go Green!



**NASA's report indicates that the glacier ice
in North Arctic will disappear in 2012.**

Livestock contributes more greenhouse gases than transportation. Methane gas & Nitrous oxide (gas from livestock) contributes significantly on Global Warming.

Plant base diet is the fastest, easiest, & most economical way to stop Global Warming. **BE VEG TODAY !**

For more information on this Urgent Issue, click on:

 **SupremeMasterTV.com** 

Come & Join Free Vegetarian Cooking Class

Junior High School

145 Stanton St, NY, NY 10002
(use Suffolk St entrance)

Last Sundays of Every Month

12:00 pm - 2:00 pm
(except Holidays)

Contact: MeatOutCookingClass@suprememaster.org



VivaVeggie Society • 212-242-0011 • 501(c)3

MAILING ADDRESS

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

OFFICE

One Union Sq. West
Rm. 512
New York, NY 10003

www.veggieprideparade.org