

PROGRAM • 2:30 p.m.-3:30 p.m.

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

Edita Birnkrant is the New York Director of Friends of Animals (FoA), an international animal advocacy organization founded in 1957. Among many other stellar endeavors, Edita has long fought to ban the horse-drawn carriage industry and to end government actions to exterminate wildlife.

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

Fran Costigan is the “Queen of Vegan Desserts.” Regularly featured in mainstream media outlets, every day Fran uses her impressive culinary education, affiliations, and experience to create and teach the gospel of vegan health and vegan culinary viability. *Vegan Chocolate: Unapologetically Luscious and Decadent Dairy Free Desserts* is her newest book, due out in the fall.

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.

PROGRAM • 3:30 p.m.-3:45 p.m.

Celebration of His Life: Rynn Berry, 1945–2014 A time to eulogize vegan author and scholar Rynn Berry, who died in January.

PROGRAM • 3:45 p.m.-5 p.m.

Victoria Moran is an obesity survivor for 60-plus years. She’s the bestselling author of 12 books, including the vegan classic *The Love-Powered Diet*. Victoria is an inspirational speaker and vegan lifestyle coach and is published regularly in the mainstream media.

Lee Hall is an environmental lawyer who has authored several books on veganism and animal rights. She was tapped to write the “Vegetarianism” entry in the Encyclopedia of Activism and Social Justice. A vegan for years, Lee is also a columnist for CounterPunch.

Joan Wai is the founder (1984) and director of the Youth Buddhism Communications Center (NYC) and GreenCompassion.us. She organizes regular vegan banquets with up to a thousand attendees.

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 for the complete end of fossil fuel dependence.

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, Gerardo At Large, 20-20, and CNN, and currently hosts two weekly radio programs.

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.

PRIZE DONATIONS, COSTUME CONTEST

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

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

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

\$50 gift voucher ★ **Beyond Sushi** (near Union Square), 229 E. 14th Street, NYC, NYC, 646-861-2889, www.beyond-sushinyc.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

\$50 gift voucher ★ **Tiengarden Vegan Kitchen** (Lower East Side), 170 Allen Street, NYC, 212-388-1364, tiengarden@live.com

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, animal farming has got to go. Hey hey, Hee hee, compassionate eating is animal-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 30, 2014

LINE-UP LOCATION: Intersection of 9th Avenue & Gansevoort St., West Village, 2 short blocks below West 14th St.

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 • 12:45 p.m.–2:00 p.m.

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 the producer of countless videos and public access TV shows. Her must-be-on list: VeganNan@gmail.com

Eric Walton is an award-winning performer magician and a vegan since 1991. He is an activist, photographer, and citizen journalist. His writing and photography have appeared widely in mainstream media. He is the founder VeganFutureNow.com, a pro-vegan Web site.

Mickey Z was born and raised in Astoria, Queens, and has been an ethical vegan since 1995. He is the author of 12 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.

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.

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

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 Books). Ms. Rice is the erstwhile publisher of “The VivaVine” and is the organizer of this event.

“Lion” Dance Traditional Chinese performance in the style of colorful Chinese New Year dragons to take place, a lion-dance spectacular: Eating Green. The “dragons” will be marching in parade as well.

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.

Thanks to the volunteers:

- Bernie G.
- Alan Rice
- Rachel Berardinelli
- Dave Robinson
- Tom Thompson
- Claudia Rose Emerson
 - Anne Borel
 - Lisa Lindblom
 - Jean Thaler
- Maurice Greenfield
 - Gordon Riggs
 - Laurie Jordan

Union Square West

Table 16

- ➔ (A) Global Justice for Animals and the Environment
- ➔ (B) Long Island Orchestrating for Nature

Table 17

- ➔ (A) Young Jains of North America
- ➔ (B) Humane Farming Association

Table 18

- ➔ (A) Green Compassion, Youth Buddhism Communications/speaker Joan Wei
- ➔ (B) F.A.R.M. (Farm Animal Rights Movement)

Table 19

- ➔ (A) The Love Kitchen, food donation
- ➔ (B) Physicians Committee for Responsible Medicine

17th Street

Table 20

- ➔ (A/B) May Wah Vegetarian Market (food donation)

Table 21

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

Table 22

- ➔ (A) National Animal Rights Day
- ➔ (B) Healthy Planet/speaker Bob Dibenedetto

Table 23

- ➔ (A) Team Organic
- ➔ (B) Woodstock Farm Animal Sanctuary

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 30, 2014
 UNION SQUARE PARK, NORTH PLAZA
 VivaVeggie Society, sponsoring organization
www.veggieprideparade.org

Main Stage

Big Tent

Union Square East

- 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
 - Turtle Island Foods (Tofurky)
 - Supreme Master Ching Hai
 - GreenCompassion.us
 - Janet Bloor
 - Stephen Kaufman
 - Duane Cornella
 - Emanuel Goldman

Table 14

- ➔ (A) Memorial table, author & scholar Rynn Berry
- ➔ (B) Lantern Books, Martin Rowe

Table 13

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

Table 12

- ➔ (A) Friends of Animals, speaker Edita Birnkranz
- ➔ (B) Coalition to Ban Horse DrawnCarrriages

Table 11

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

Table 10

- ➔ (A) Vegetarian Resource Group
- ➔ (B) Catskill Animal Sanctuary

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/B) Real Veggie Direct, Freeport, NY (food donation)

Table 06

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

Table 05

- ➔ (A) NY Farm Animal Save
- ➔ (B) author/speaker Mickey Z

Table 04

- ➔ (A) United Poultry Concerns / speaker/author Karen Davis
- ➔ (B) Fish Feel

Table 03

- ➔ (A) Jewish Vegetarians of North America (JVNA)
- ➔ (B) Alliance to End Chickens as Kaporos

Table 02

- ➔ (A) American Vegan Society/ Freya & Anne Dinshah
- ➔ (B) Compassion Over Killing (COK)

Table 01

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