

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 prizes.

PROGRAM • 2:30 p.m.-3:30 p.m.

Edita Birnkrant is campaigns director for Friends of Animals (www.FriendsofAnimals.org), an international, thoroughly pro-veg non-profit animal advocacy organization founded in 1957. Edita spearheads all national campaigns and legislative efforts regarding horse-drawn carriages, fur, wild horses, and many others.

Laurie Jordan is a certified Yoga instructor with an MA in Education. A long-time vegan and vegan chef, Laurie has, through the years, articulately spread the vegan message via outreach, example, and delicious food. She is our perennial host of the VPP soapbox!

Caryn Hartglass is co-founder of the nonprofit Responsible Eating And Living (REAL) which promotes whole, plant-based foods and products. Multi-talented in a myriad of ways, Caryn hosts the weekly internet radio show It's All About Food on PRN and directs a key program at Food Revolution Network with Ocean & John Robbins.

Lee Hall is a legal opponent of Animal Control in America's national parks and a teacher of animal and environmental law. Lee's new book, *On Their Own Terms: Animal Liberation for the 21st Century*, explores and updates animal-advocacy approaches and examines the impact of veganism on social movements.

PROGRAM • 3:30 p.m.-5:00 p.m.

Bob DiBenedetto is the founder, president, & executive director of the nonprofit Healthy Planet. He's a writer, speaker, & advocate for health (sans meat)—both human and environmental—for 25 years. He regularly hosts a radio program on 90.1 WUSB-FM.

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.

Tirloq Malik is co-founder of Ayurveda Cafe. Located at 94th St. & Amsterdam Ave., NYC, the cafe serves healthy vegetarian, vegan, and Kosher food, 19 years running. www.theayurvedacafe.com/

Adam Weissman is an organizer with Global Justice for Animals and the Environment. He represents GJAE in Trade Justice New York Metro, a coalition of organizations opposing NAFTA.

Pamela Rice is the author of the popular pamphlet "101 Reasons Why I'm a Vegetarian," now enjoying its 25-year anniversary. Long known as "the mighty convincer," "101 Reasons..." is also available in book form (Lantern). Ms. Rice is the publisher of the erstwhile "The VivaVine" and is the organizer of this event. See her table, #20, displaying dozens of bound volumes of VivaVegie ephemera.

PRIZE DONATIONS, COSTUME CONTEST

(see inside flap • 2 p.m.-2:30 p.m.)

\$100 gift certificate ★ **Hangawi** (A vegetarian shrine in another space and time), 12 East 32nd St., NYC, 212-313-0077, www.hangawirestaurant.com

[1] \$100 gift voucher & [2] \$50 gift vouchers ★ **Loving Hut** (nr. Borinquen Pl., over Williamsburg Bridge), 76 Bushwick Ave., Blyn, 718-388-7567, www.lovinghut.us/brooklyn_01/

[2] \$50 gift voucher ★ **Peacefood Cafe** (nr. Union Sq.), 41 East 11th St., NYC, 212-979-2288, www.peacefoodcafe.com

\$75 gift certificate ★ **Candle Cafe East** (nr. 75th St.), 1307 Third Ave., NYC, 212-472-0970, www.candlecafe.com/east

\$50 gift certificate ★ **Franchia** (tea cafe, 34th/35th Sts.), 12 Park Ave., NYC, 212-313-0077, www.franchia.com

[2] \$50 gift voucher ★ **Beyond Sushi** (nr. Union Square), 229 East 14th St., NYC, www.beyondsushinyc.com 646-861-2889

\$25 gift voucher ★ **City Swiggers** (Upper East Side, 86th St., 1st/2ndAves.), 320 East 86th St., 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 hoof, 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) **Go Green. Eat clean. Go vegan.**
- (8) **What do we want? Vegan options in our schools. When do we want it? Now!**
- (9) **Hey, hey, ho, ho, animal 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, April 3, 2016

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: 12:45 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.

Richard Schwartz, Ph.D. is president emeritus of Jewish Veg (formerly Jewish Vegetarians of North America), is a board member of the Farm Animal Rights Movement, and is the author of *Judaism and Vegetarianism* and numerous other pro-vegan/environment-oriented books. Find over 200 of his articles at JewishVeg.com/Schwartz.

► **Performance: Manjushri Lion Dance Team**

Eric Walton (today's emcee) is a local activist, writer, & photojournalist. A vegan for now 25 years, Eric is the founder of Vegan Future Now. His AR/vegan writing and photography have appeared in *American Vegan* & numerous mainstream publications. www.veganfuturenow.com

Nancy Kogel is founder of ROAR! (Reaching Out for Animal Rights!), a vegan/AR group working for radical change through leafletting, demanding social justice, and producing a weekly tv show. Nancy designs t-shirts and is currently working on a film. ROAR24.org

Li Qin Cao is vice president of United Poultry Concerns (Machipongo, VA). After receiving an MA in computer science, Li Qin found her passion advocating for animals: leafletting, tabling, translating pro-vegan literature into Chinese, and attending festivals and conferences on behalf of UPC.

Donna Perrone (AccentOnWellnessNYC.com) is a certified colon hydro-therapist with her own wellness center (Gravity East Village). She became a vegan over 25 years ago and thereby healed herself of disease. She founded the popular Accent On Wellness Meetup in 1995, which promotes plant-based health with events & workshops.

Mary Finelli is president and founder of Fish Feel. She is a long-time AR activist with a B.Sc. in Animal Science. Mary is a writer and researcher with In Defense of Animals, among others, and was the producer of Farmed Animal Watch, the weekly online news digest.

Program continues on inside flap.

SPECIAL THANKS TO:

- A Well-Fed World
- Peacefood Cafe
- Hangawi ■ Franchia
- Candle Cafe
- Manny Goldman
- Helayne Gaither
- Karen Davis
- Jean Thaler
- Arthur Goldberg
- VRG ■ Bernie G
- Stephen R. Kaufman
- Richard Schwartz
- Sheila Schwartz
- Gerard Sunnen

Union Square East

**Big
Tent**

**Main
Stage**

Veggie Pride Parade

Post-parade rally/expo

NEW YORK CITY

Sunday, April 3, 2016

UNION SQUARE PARK, NORTH PLAZA

VivaVeggie Society, sponsoring organization

www.veggieprideparade.org

17th Street

Pavillion

- Table 22**
- ▶ (A) Humane Party (party of U.S. Presidential candidate Clifton Roberts)
 - ▶ (B) Abolition In Media LLC / Susan and Kevin Schindler

- Table 21**
- ▶ (A) Healthy Planet / speaker Bob DiBenedetto
 - ▶ (B) menu table / Plant Hero

- Table 20**
- ▶ (A) VivaVeggie Society / NYC Veggie Pride Parade organizer Pamela Rice
 - ▶ (B) VivaVeggie Ephemera Project

- Table 19**
- ▶ (A/B) V-Burger (food sales)

- Table 18**
- ▶ (A/B) Love Kitchen (food & t-shirt sales)

- Table 17**
- ▶ (A) Long Island Orchestrating for Nature (LION)
 - ▶ (B) Green Compassion, Youth Buddhism Communications / speaker Joan Wei

- Table 16**
- ▶ (A) Chills on Wheels
 - ▶ (B) Global Justice for Animals and the Environment / speaker Adam Weissman group

- Table 15**
- ▶ (A) DoNotEatUs.org
 - ▶ (B) Humane Farming Association

**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 01**
- ▶ (A) Alliance to End Chickens as Kaparos / Rina Deych
 - ▶ (B) Jewish Veg / speaker Richard Schwartz, Ph.D.

- Table 02**
- ▶ (A) Fish Feel / speaker Mary Finelli
 - ▶ (B) United Poultry Concerns / speaker, Lingqi Cao

- Table 03**
- ▶ (A) Collectively Free / Raffaella Ciavatta
 - ▶ (B) Direct Action Everywhere NYC

- Table 04**
- ▶ (A) NY Farm Animal Save
 - ▶ (B) African Holistic Health Chapter of NY

- Table 05**
- ▶ (A) NYC Vegetarian & Vegan Meetup / David Greene
 - ▶ (B) R.E.A.L. (Responsible Eating and Living) / speaker Caryn Hartglass

- Table 06**
- ▶ (A) PeTA (People for the Ethical Treatment of Animals)
 - ▶ (B) ROAR / activist Nancy Kogel

- Table 07**
- ▶ (A) F.A.R.M. (Farm Animal Rights Movement)
 - ▶ (B) Beanfields Snacks

- Table 08**
- ▶ (A/B) V-Spot, Brooklyn (food sales)

- Table 09**
- ▶ (A) Friends of Animals / speaker Edita Birnkant
 - ▶ (B) Loving Hut

- Table 10**
- ▶ (A) Supreme Master Ching Hai, International
 - ▶ (B) A Well-Fed World

- Table 11**
- ▶ (A) Vegan Outreach
 - ▶ (B) Accent on Wellness / speaker Donna Perrone

- Table 12**
- ▶ (A) Vegetarian Resource Group
 - ▶ (B) May Wah Vegetarian Market (food donation)

- Table 13**
- ▶ (A) Raw Revolution (food donation)
 - ▶ (B) Arbonne International

- Table 14**
- ▶ (A) Rynn Berry memorial table, Vegan Guide to New York
 - ▶ (B) Lantern Books / Martin Rowe

- Thanks to the volunteers:
- Bernie G.
 - Eric Walton
 - Erich S.
 - Thomas Thompson
 - Chris Baron
 - Plant Hero
 - Louie Gedo
 - Susan Schindler
 - Alan Rice
 - Laurie Jordan
 - Lauri A. Maclean
 - Claudia Rose Emerson
 - Dave Robinson
 - Juliene Bell-Smith
 - Lisseth Morales
 - Susan M. Kearney
 - Natshalee Nunez
 - Doris Lin
 - Carline Sharif
 - Faith Marino

Union Square West