

Back to Our Roots:

Vegan Outreach was founded on the belief that the key to animal liberation is to alter society's view of animals as food. After many discussions, experiments, and false starts, Vegan Outreach began in earnest when Jack Norris spent two school years traveling the country, devoting his days to leafletting at colleges and universities, and giving talks to local activists. By the end of the second year, Vegan Outreach had a substantial network of activists ordering copies of our literature to distribute in their areas. To this day, we continue to focus

on meeting the demand of activists and organizations for effective literature.

Created by Eddie Lama, the activist featured in the documentary *THE WITNESS*, FaunaVision has set a new standard for cutting-edge animal advocacy. By traveling to different public

locations and presenting people with a combination of gripping audio-visu-als and compelling literature, the animals are given their greatest voice.

Vegan Outreach's goal is to amplify this voice by helping to bring about a nationwide multimedia advocacy tour. In collaboration with *Viva!* USA, Compassion over Killing, and the Christian Vegetarian Association, Vegan Outreach will team with FaunaVision, Inc. to co-sponsor a FaunaVision vehicle and Faunette, stocked

with displays and literature, to travel across the country. Such a tour will reach tens of thousands—if not hundreds of thousands—of new people, as well as invigorate activists around the country, raising the standard of future outreach and greatly advancing the movement as a whole.

With enough financial support from our members, we will be able to launch this groundbreaking, cross-country multimedia tour.

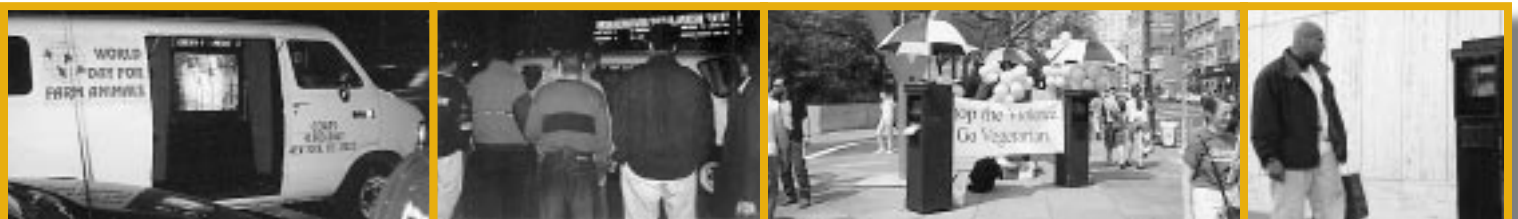
If you would like to offer additional support, there are many ways you can help. Please send an email (addressed to tour@veganoutreach.org) if you would like to be a local contact, house a traveling activist for a few days, or participate in leafletting when the tour is in your area. With your help, we can make this new level of advocacy a reality!

We really appreciate all the great support our members have given us over the years. Thanks to you, we have been able to significantly reduce the per-piece cost of printing *WHY VEGAN*. We hope you will be as excited as we are and contribute to this first-ever, Nationwide Multimedia Vegan Advocacy Tour!



Over the years, members of Vegan Outreach have distributed over a million and a half copies of *WHY VEGAN* and *VEGETARIAN LIVING*, with a record 330,000+ last year alone! As the feedback we receive indicates, our literature has made a big difference in the lives of many. We now have a plan to expand our outreach efforts.

You may be familiar with FaunaVision: TV-equipped vans (or portable kiosks called Faunettes) used to show the public video footage of the suffering of farmed animals.



I went completely vegan six months ago. I was very interested in promoting veganism, but there isn't an organization on my campus and I didn't think anyone was interested. [O]ver the summer, though, I noticed that one of the people mentioned [in your literature] was near my hometown. I was surprised and realized that this is probably the best place to get information out—where people haven't heard much about it.

When I came back to school, I started to put up holders for *Why Vegan* whenever I came across a bulletin board. It was very easy and didn't take much time at all.

I also met another vegan in one of my classes who agreed to do a table with me in the student union. It was great! So many people were shocked by the *Meet Your Meat* video. We talked with quite a few people and gave out a lot of pamphlets. We also had fun hanging out all day.

Thanks for getting me on track with my activism, and thanks for supplying me with resources! I'm getting a group started now, too!

SO, POTSDAM, NY, 11/6/01

We have been going on a "university tour" from school to school in the Philadelphia area... Usually, we have food, TV, VCR, and *Why Vegans*. Also, we are giving out *Why Vegans* to students in the dorms with a paper attached asking if they could drop a vegan canned good for the homeless. We'll collect the box before Thanksgiving and head to the shelter.

BE, PHILADELPHIA, PA, 10/28/01

We gave out *Why Vegan* and *Vegetarian Living* at the Boston Veg Food Fest and they went like crazy! Thank you for creating such a great resource!

JT, CHARLESTOWN, RI, 10/15/01

I passed out veg-an literature on my trip out west this summer. After staying in Grand Teton National Park, I wrote a letter to the director of hotel operations requesting more vegetarian selections on their menus, [and sent it] along with your veg-an brochures. I just received a letter from him stating that they... will in fact develop more vegetarian options starting next year.... Sometimes all you have to do is ask!

JF, COCONUT CREEK, FL, 8/16/01

I just listened to a presentation from one of my friends today and she handed me one of your brochures. I must say that it opened my eyes a lot and was moving enough to cause a few people to leave the room. The images you show in your brochure are heartbreaking and inspire me to do something about animal cruelty, etc. I am not a vegan, but I am positive I will become one now; I was aware that animal cruelty existed, but sadly, it took these types of photos in your brochure to make me want to do something.

JG, 10/31/01

I have been a vegan for many years. Your booklet [*Why Vegan*] helps me spread compassion effectively!

JM, ASHEVILLE, NC, 12/17/01

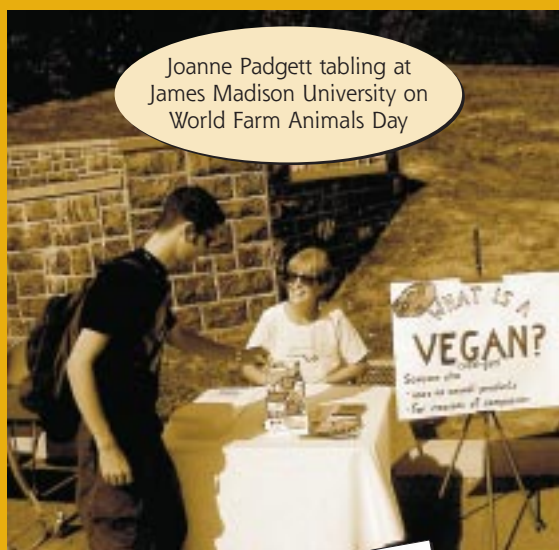
My family doesn't support me, so it's nice to know there are other people out there.

CS, CANTON, GA, 10/10/01

V.O. MEMBERS IN ACTION



Shannon O'Malley and Erin Wilson tabling at their student union in Potsdam, NY



Joanne Padgett tabling at James Madison University on World Farm Animals Day



Woman caught reading a *Why Vegan* booklet distributed at the San Diego Zoo



Michael Herbert was pictured and quoted in his local newspaper after passing out *Why Vegan* booklets at his high school's FoodFest

Terry and Stewart David of Carolina Animal Action distributed *Why Vegan* booklets while tabling at a dog park in Asheville, NC

PLEASE REMEMBER
Send us a picture of your use of *WHY VEGAN* (leafletting, tabling, displays, etc.). If we use your picture, we'll send you any item from our catalog for free.



DISTRIBUTION UPDATE

In addition to many *VEGAN STARTER PACKS* and *VEGAN ADVOCACY* booklets, since the last newsletter, multiple copies of *WHY VEGAN* and *VEGETARIAN LIVING* have been requested from:

AL, Birmingham	CO, Grand Junction	MN, Minneapolis	OR, Eugene
AR, Conway	CO, Vail	MN, Richfield	OR, Hood River
AR, Fayetteville	CT, Bridgeport	MN, Virginia	OR, Milwaukie
AR, Little Rock	CT, Bristol	MO, Fulton	OR, Portland
AZ, Bisbee	CT, Colchester	MO, Kansas City	PA, Bernville
AZ, Casa Grande	CT, Fairfield	MO, Maryland Heights	PA, Erie
AZ, Mesa	CT, Granby	NC, Asheville	PA, Etters
AZ, Paradise Valley	CT, Middletown	NC, Carrboro	PA, Grantville
AZ, Patagonia	CT, New Britain	NC, Cary	PA, Greentown
AZ, Phoenix	CT, Ridgefield	NC, Durham	PA, Hamburg
AZ, Scottsdale	CT, Weatogue	NC, Elkin	PA, Havertown
AZ, Tempe	DC, Washington	NC, Greensboro	PA, Lititz
AZ, Thatcher	DE, Wilmington	NC, Swannanoa	PA, McSherrystown
AZ, Tucson	FL, Boca Raton	NC, Weaverville	PA, Mechanicsburg
CA, Bakersfield	FL, Brooksville	NC, Wilmington	PA, Moscow
CA, Berkeley	FL, Coconut Creek	NH, Charlestown	PA, Philadelphia
CA, Boulder Creek	FL, Coral Springs	NH, Concord	PA, Pittsburgh
CA, Camarillo	FL, Ft Lauderdale	NH, Durham	PA, Radnor
CA, Canyon	FL, Gainesville	NH, Gilsom	PA, Slippery Rock
CA, Cardiff	FL, High Springs	NH, Loudon	PA, Spring City
CA, Carmel	FL, Jacksonville	NH, Manchester	RI, Bristol
CA, Cerritos	FL, Key West	NH, Troy	RI, Charlestown
CA, Chico	FL, Miami	NJ, Belle Mead	RI, Warren
CA, Chino Hills	FL, N Port	NJ, Brick	RI, Woonsocket
CA, Chula Vista	FL, Palm Bay	NJ, Edison	SC, Columbia
CA, Claremont	FL, Pensacola	NJ, Ewing	SC, Galivants Ferry
CA, Costa Mesa	FL, Pompano Beach	NJ, New Brunswick	SC, York
CA, Davis	FL, Pt Charlotte	NJ, Pine Brook	TN, Chattanooga
CA, Denair	FL, Sarasota	NJ, Princeton	TN, Dyersburg
CA, El Cajon	FL, Tallahassee	NJ, Somerville	TX, Austin
CA, Escondido	FL, Tampa	NJ, Toms River	TX, Carrollton
CA, Fountain Valley	FL, Wellington	NJ, Wantage	TX, Denton
CA, Fremont	GA, Athens	NJ, Wildwood	TX, El Paso
CA, Fresno	GA, Atlanta	NM, Clovis	TX, Houston
CA, Garden Grove	GA, Decatur	NV, Boulder City	TX, Ingram
CA, Grass Valley	GA, Goleta	NV, Gardnerville	TX, Plano
CA, Guerneville	GA, Stone Mountain	NV, Las Vegas	TX, San Antonio
CA, Hayward	HI, Honolulu	NV, Reno	TX, San Marcos
CA, Huntington Park	IA, Des Moines	NV, Sparks	UT, Taylorsville
CA, Isla Vista	ID, Boise	NY, Albany	VA, Arlington
CA, La Jolla	IL, Blue Island	NY, Babylon	VA, Harrisonburg
CA, La Mesa	IL, Chicago	NY, Batavia	VA, Keswick
CA, Lamirada	IL, Country Club Hills	NY, Bedford Hills	VA, Lynchburg
CA, Larkspur	IL, Elgin	NY, Binghamton	VA, Portsmouth
CA, Los Angeles	IL, Long Grove	NY, Brooklyn	VA, Williamsburg
CA, Mill Valley	IL, Normal	NY, Buffalo	VT, Bennington
CA, Millbrae	IL, Princeton	NY, Dobbs Ferry	VT, W Rutland
CA, Monterey	IL, Urbana	NY, E Meadow	VT, Worcester
CA, Mountain View	IN, Indianapolis	NY, Highland Mills	WA, Bellevue
CA, N Hollywood	IN, Madison	NY, Ithaca	WA, Bellingham
CA, Newport Beach	KS, Baldwin	NY, Massapequa	WA, Kirkland
CA, Northridge	KS, Lawrence	NY, Minoa	WA, Olympia
CA, Oakland	KS, Olathe	NY, New Paltz	WA, Seattle
CA, Palm Desert	KS, Overland Park	NY, New York	WA, Vancouver
CA, Palo Alto	KY, Burlington	NY, Northport	WI, Kenosha
CA, Petaluma	LA, Arabi	NY, Potsdam	WI, Madison
CA, Poway	LA, Baton Rouge	NY, Poughkeepsie	WI, Milwaukee
CA, Riverside	LA, New Orleans	NY, Rexford	WI, New Berlin
CA, Rohnert Park	LA, Shreveport	NY, Syracuse	WI, Onalaska
CA, Sacramento	MA, Boston	NY, Utica	WV, Morgantown
CA, San Clemente	MA, Greenfield	NY, Webster	WV, Proctor
CA, San Diego	MA, Lenox	NY, Yonkers	
CA, San Francisco	MA, Plymouth	OH, Chagrin Falls	AB, Calgary
CA, San Jose	MA, Sherborn	OH, Cincinnati	AB, Edmonton
CA, Santa Ana	MD, Clarksville	OH, Columbus	BC, Vancouver
CA, Santa Barbara	MD, College Park	OH, Dayton	MB, Winnipeg
CA, Santa Cruz	MD, New Carrollton	OH, E Palestine	ON, Hamilton
CA, Santa Monica	MD, Rockville	OH, Findlay	ON, Kingston
CA, Santa Rosa	MD, Silver Springs	OH, Franklin	ON, Niagara-on-the-Lake
CA, Sebastopol	MD, Tacoma Park	OH, Gallipolis	ON, Sarnia
CA, Soquen	ME, Bangor	OH, Powell	ON, St Davids
CA, Spring Valley	ME, Old Town	OH, Sandusky	ON, Toronto
CA, Stanford	ME, Stonington	OH, Shaker Heights	QC, Montréal
CA, Venice	MI, Ann Arbor	OH, Springfield	QC, Québec
CA, Ventura	MI, Belmont	OH, St Paris	QC, Westmount
CA, Vista	MI, E Lansing	OH, Troy	
CA, W Hollywood	MI, Flint	OH, Youngstown	
CA, Westminster	MI, Kalamazoo	OK, Edmond	Australia
CA, Woodland Hills	MI, Manchester	OK, Tulsa	New Zealand
CO, Boulder	MI, Swartz Creek	OR, Bend	Spain
CO, Denver	MI, Taylor	OR, Corvallis	UK, Cambridge
			UK, Sheffield

I commend you for your excellent work, and I am grateful for the brochures sent to me. I will carry a big handful and take them with me wherever I go. I wear buttons from PETA and Farm Sanctuary, which often brings up the topic of animal rights. I always try to get people to think about how animals are treated so abysmally. Without being judgmental, I give them a brochure and recommend that they read it and give it thought. I tell them to make an educated choice and not to throw the brochure away, but to pass it on. These booklets will be distributed just as I am sure you would like them to be. The message must be carried out and I am delighted to be one of the messengers.

DLC, MADISON, WI, 1/13/02

Can you please send me booklets to distribute after a speech I have to give in class? I showed *Why Vegan* to my friend, and she went veg. I think if I gave them out in class, the impact would last longer than my speech. Hopefully, it would last a lifetime.

SR, NORMAL, IL, 11/24/01

Thank you for all you do to help animals, and thank you for your support, as well as the time you took to get me into the animal rights movement years ago.

RC, FORT THOMAS, KY, 8/5/01

I've been a vegan for many years, but every time I read *Vegan Advocacy*, I'm inspired! You're so right about not exaggerating our cause. I'm glad I'm able to help.

KS, PORT CHARLOTTE, FL, 9/7/01

Thank you so much for directing me to your personal opinion page ["Activism and Veganism Reconsidered"]. I have felt that recently I have become too worried about whether or not I am being the best vegan possible, instead of simply focusing on the cause as a whole. It is so easy to get bogged down in specifics, rather than looking at the entire picture. Veganism was starting to become less fun and more restrictive—feelings that surely would have led to me just abandoning it due to frustration. By trying to be more practical, I will be able to enjoy veganism more and become a more effective influence on others.

Thank you for the insight, it really has made a difference in how I will approach my veganism in the future!

LP, 11/19/01

First off, I would like to thank you, once again, for making the *Why Vegan* booklets. I also need to thank you for putting the small comments people write into your newsletter. I've been veg since I was ten, and now that I'm a senior in high school, I realize that it has been the greatest decision I've made in my life. Being the only vegan in my family and in my class, it is sometimes hard to remember that what I'm doing is making a difference. But each time I read the comments in your newsletter, I remember why I became vegan and that there are people out there who share similar beliefs.

MR, UPTON, MA, 11/31/01

Whenever I start questioning whether there's any point to missing out on some of the foods that I used to enjoy so much, coming to your web site reminds me why I do what I do. Thanks for doing what you do.

SL, HOUSTON, TX, 10/25/01

NOTES TO V.O. MEMBERS...

For the most up-to-date information on Vegan Outreach, please visit our web site and subscribe to *Vegan Spam!*

I subscribed to *Vegan Spam!* a few months ago and it is the most refreshing news board I think I've ever read. Over the past few years, I've been very dissatisfied with other publications which never seemed to address concerns outside of "which tofu stir-fry's the best?" *Vegan Spam!* addresses actual concerns, such as how the general public will look at the ALF or the ELF after the terrorist acts of September 11th. All that I want to say is thank you for producing such an interesting/well-written (and fun) springboard.

D, YONKERS, NY, 10/29/01

I want to say the last issue of *Vegan Spam!* was so EXCELLENT!! It really made my day! It was one of the most truly sincere, honest veg newsletters I've ever read. Being involved in the animal rights movement for almost 20 years, I have seen often where some animal rights people will lie a little, or deceive people in order to try to get people to become vegan.

So it was really good of you to say there are vegan cheeses and veg meats that don't taste good. I rarely hear vegetarians say this.

Your "Tips for Spreading Veganism" is TERRIFIC! I learned several new things. I loved the fact that you didn't put down wealthy people, but said they can help support the movement in a big way. Being wealthy is not an antithesis of activism (I am definitely NOT wealthy by the way). I meet SO MANY animal rights people who HATE rich people. Thank you so much for your positive comments!

LO, 12/21/01

The Vegan Outreach site has provided excellent ideas and information. I feel that when distributing information, it is necessary to give people information that is powerful, yet extremely concise. I cannot agree more with the portion of your site that cautions against the using of "facts" and studies that make extraordinary claims. I would also like to take a moment and let you know that your web site is wonderful and it provides a wealth of great information on veganism.

SC, GRAND RAPIDS, MI, 10/15/01

Hi, great site. Just wanted to let you know that I came across it February 24th and I haven't been able to think about eating meat since.

DN, 9/10/01

Your site is wonderful. I am learning and trying to be a vegan. Your site opened my eyes to the truth. People seem to not want to admit that animals are being tortured for food. Your site is proof.

E, 11/1/01

I had only just told my mate that I could never be vegan ("love cheese blahblah"). She then showed me your site, and I started reading about the reality of the situation, the fact that the animals' lives are truncated so drastically and facts of their treatment—I went vegan on the spot. She came with me (she'd been there before). Our daughter has been vegan since birth... she's two now, and healthy like anything, of course.

Thank you for your efforts. They work! I am continuing the chain of outreach at work and where I can. I have two maybe's going right now, which I am trying to clinch. I dedicate any success I have to you all.

GB, 8/29/01

THE RISE OF VEGAN SPAM!

Currently, over 1,000 people receive our email newsletter, *VEGAN SPAM!* In order to reduce costs, we're now sending out fewer print newsletters. To subscribe to *VEGAN SPAM!*, please see www.veganoutreach.org/spam. If you don't have an email account, you can read past editions on our web site using your local library's computer.



NEW WHY VEGAN AVAILABLE!

Yes, the latest version of *WHY VEGAN* has been printed and distribution has begun! You can order *WHY VEGAN*, and other materials, online (www.veganoutreach.org/catalog) or from our catalog on page 7. To avoid fraud, we require some level of donation if you've never ordered from us before. However, please order as many booklets as you can distribute, regardless of the amount of money you're able to donate. Of course, the more contributions we receive, the more literature we'll be able to print. We are dependent on your support in order to reach more people.

Please note: it is *significantly* more cost-effective to have cartons of 300 copies of *WHY VEGAN* (or *VEGETARIAN LIVING*) sent directly from the printer (via UPS; no PO boxes). If you believe you'll be able to distribute more than 100 in the next year, please order a carton.

The latest *WHY VEGAN* is also available in PDF format (www.veganoutreach.org/whyvegan/WhyVegan.pdf). This version has thumbnails, bookmarks, and links galore!



WHY VEGAN EN ESPAÑOL!

Thanks to Bruce Friedrich, PETA has joined with Vegan Outreach to produce a hard copy of the Spanish-language version of *WHY VEGAN*. The text was translated courtesy of Vegetarian Solutions. The booklets should be available by the end of this month. To download a PDF version, please see www.veganoutreach.org/porquevegano.

THE RETURN OF GREATERGOOD.COM



GreaterGood.com is up and running again. Every purchase you make via our link to the site (www.veganoutreach.greatergood.com) contributes toward printing more copies of *WHY VEGAN* and *VEGETARIAN LIVING*. This has been our most successful affiliate program yet. If you're looking for any piece of merchandise, look here first!



AN ADVERTISING FIRST FOR V.O.

The January/February issue of *E MAGAZINE* contains our first ad to run in a major publication! If you would like to

download a copy of the ad in PDF format, see www.veganoutreach.org/emagazine.pdf.



CHANGE IN MEMBERSHIP POLICY

Most people submitting orders online have chosen the "do not share info" option. Therefore, Vegan Outreach has recently adopted a stricter privacy policy, whereby we will no longer share or trade our mailing list with companies or other organizations.

B E N E F A C T O R S

Thank You

Animal Rights Intl	Crosier, R	Hammersley, S	Owens, T
Bellacomo, J	Denlinger, T	Justice for Animals Fund	Sievers, K
Christensen, C	Fischlowitz-Roberts, B	Khutoryansky, E	Strader, T & R
Christian Vegetarian Assn	Foy, M	Krieg, K	Wible, P

S U S T A I N E R S

Bair, Robert	Clifton, Merritt	Evans-Lora, Timothy & Yokasta	Hayes, Joseph	Loewen, Nancy	Ratcliffe, Dawn
Barnett, Carol	Conrey, Elizabeth	Forsman, Marsha	Hazen, Naomi & Brooke	Lucero, Phyllis	Rhode Island Animal Rights Coalition
Baxter, Catherine	Coons, Debby	Friedrich, Bruce	Holt, Jordan	Lurie, Andrew	Rieder, Melanie
Becker, Glen	Coons, Derek	Frizler, Scott & Bill	Hooper, Ashley	Macauley, Cathleen	Riley, Michael
Becker, Tatiana	David, Aaron	Fullmer, Darius	Hornish, Annie	Matica, F	Runkle, Nathan
Bornstein, Steve	Davis, John	Gaither, Helayne	Hubbard, Robert	McDonald, Barbara	Sudarsky, David
Boddicker, Erin	Deignan, J	Gillmor, Daniel	Jin, Tai	McDonald, Yvette	Thompson, Carol & Ray
Brinton, Rochelle	Delevoryas, Chris	Gilruth, Charlotte	Karian, Steve	Messina, Virginia	Tran, Huy
Center, Susyn & Mark	Dhaliwal, Jasmeet	Griffith, Eric	Karighattam, Srikanth	Murray, Phil	VanHousen, Muriel
Chandna, Alka	Diener, Sean	Grindley, Marilyn	Koberstein, Mike	Negrón, Ana	Vias, John
Chen, Amy	Doumani, Cindy	Grodin, Marcia	League In Support of Animals	Park, Miyun	Weinberg, Mike
Chiang, Colleen	Enoch, Janet	Hammes, Paul	LeBron, Barry	Patrick, Eugene	Zakarian, Joy
Chorn, Lynn	Espinosa, Joe	Haptas, Joe	Lee, Clinton & Ginger	Petrie, Susan	Zale, Ana
Chou, Yu-Lan	Eugene Citizens for Animal Rights	Hartmann, Robin		Prolman, Susan	
Christopher, Rhoda				Quirk, Ben	

S U P P O R T E R S

Adamec, Eileen	Corson, Keith	Gellman, Steven	Lauren, Jean	Post, Lynn	Smith, Paul & Jill Campbell
Animal Alliance	Cozza, Christine Myers	Geretz, Molly	Lehti, Mary & Steve	Primate Freedom Project	Smith, Peter
Animal Rights Foundation of Florida	Crosby, Luci	Gibson, Jeff	Lewis, Nancy	Quastter, Carolyn	Soler, Ana
Antonio, Cecelia	Crown, Jeremy	Gibson, Joan	Lewis, Rebecca	Quinn, René	Spence, Frank
Arcell, Jamini	Cruce, Dan	gilmore, justin	Lewis, Thomas	Quitugua, Joseph	Stagno, Barbara
Arredonda, Beverly	Danks, Vanessa	Ginsberg, Caryn	Libla, Emily	Raphael, Catherine	Stair, Rebecca
Atwood, Carrie	Davies, Mary	Girgen, Jen	Libowicz, Ken	Rash, Kathy	Stanger, Janice
Balestracci, Shawn	Delgado, Gabriel	Gore, Marta	Lieberman, Eri	Rayshick, Helen	Strouse, Joseph
Ball, Judith	Dilley, Laura	Greg, Mare	Lieske, Jazelle	Reilly, Patrick	Summerose, Rachel
Bame, Paul	DiMeo, Marjorie	Griffiths, Paul	Lillie, Matt	Rhodes, Janet	Swartz, Annette
Barca, Lisa	Doran, Tamara	Gudaitis, Susan	Lindenberger, Janis	Rhody, Nicole Marie	Tamez, Marco
Bartlett, Joel	Dorn, Marian	Hannen, Sandra	Lobato, Phil	Rice, Damion	Tatoris, Sheila
Bates, John	Douglas, Davida	Hansen, Robert	Lohr, Tracy	Richman, Sheryl	Taylor, Ryan
Bauer, Craig	Douglass, Emily	Harms, Bobbie	Lueck, Myrna	Rienstra, Rob	Teel, Shannon
Beatty, Glenda	Draper, Nancy	Hartman, Julie	Lynch, Anne	Ries, Veronica	Ternes, Chris
Bell, Andrea	Dutcher, Linda	Herskovitz, Michel	Madera, Robert	Rigsby, Nancy	Trepashko, Walter
Belton, Jean	Dynamic Development Center	Hollowell, Jean	Mady, Greg	Roach, Michelle	Trist, Beulah
Berwald, Ann	Earthsavve Montreal, A Farrell	Huesken, Sue & Tim	Marino, Danielle	Roberts, Judith	Tweel, Peggy
Biel, Barbara		Jackson, Stephanie	Martin, Anne	Roberts, William	Valencia, Amanda
Blackler, Catherine	Eastman, Roger	Jager, Jan	Martin, Diane	Rohr, Howard	Van Meter, Shana
Blackman, Kiley	Ellcott, Barbara	Jain, Anurag	McCarthy, H	Rojas, Al	VanDenheuvel, Justin
Blanchard, Laurelee	Ellicott, Barbara	Jenkins, Tom	McDaniel, Linda	Ronallo, Jason	Voeltz, Laurie
Bonilla, Laura	Elterman, Eric	Jones, Judy	McGhee, John	Rose, Melissa	Waffner, Michelle
Boston, Garland	English, Alice	Kaiser, Jeanne & Larry	McKenzie, Dianne	Rosenthal, Jay	Wagner, Mikki
Bottomly, Glenn	Euler, Robert	Kalina, Barbara	Melanson, Belinda	Ruyle, Audra	Waldron, Greg
Bowers, Reed	Evans, Brian	Kaminski, Krysia	Melian, Lisa	Saint-Auguste, Olympia	Walters, Darren
Bowne, Cheryl	Evans, L	Kaplan, Lucy	Middlesworth, Linda	Sanchez, Daniel	Warner, Kristopher
Bruce, Chris	Evans, Linda	Katz, Jennifer	Miller, Walter	Sargent, Sukie	Weissman, Margot
Buczek, Robert	Ferguson, Joseph	Kazenel, Susan	Mock, Jacinta	Sarno, Chad	West, Jamey
Bugai, Joanne	Fielding, Portia	Kelly, Mary & Matt	Moritz, Deanna	Savich, Matt	Wetherell, Meredith
Bushnell, Kay	Finkelstein, Cecile	Kheel, Marti	Most, Sydney	Sawtelle, William	Whitaker, Ellen
Calabria, John	Fish, Judith	Kieckhefer, Walter & Karen	Mudry, Ginger	Schechter, Jill	White, Patricia
Camp, Jon	Fisher, Freeman	Kiefer, Thomas	Nasam, Kara	Schugt, Barbara	Williams, Bergen
Campbell, Joyce	Fiteni, Beth	Kindred, Kierstin	Nichols, Carolyn	Schulman, Sarah	Wilson, Casey
Carr, Rita	Flanagan, Terry	Kirchenbauer, Maryann	Nicosia, Mike	Schultz, Howard	Wilson, Daniel
Chadwick, Sarah	Forman, Fay	Knutson, Don	Nicotera, Lorraine	Schwartz, Richard	Winemiller, Nancy
Chapman, Megan	Francis, Lauren	Koning, Patricia	Nienstedt, Kari	SEAC, Slippery Rock U	Witt, Lish
Chaverrri, Joel	Frankel, Larry	Krebs, Laura	Niles, Madonna	Shapiro, Paul	Wood, Christine
Cheek, Fiona	Friedman, Joyce	Kwallek, Linda	Norris, Sylvia & Jack	Sherk, Deborah	Worsham, Michael
Chiodo, Chas	Friedman, Marion	Lamoureux, Joe	Nuranen, David	Shopa, Kathleen	Yarosik, Barb
Clark, Jim	Fuller, Douglas	Landes, Lynn	Ott, Harold	Siegfried, Lisa	Young, Carrie
Comeau, Paul	Gale, Lynn	Lang, Rachel	Patrick, Colleen	Simonelli, Jerry	Zacharias, Joan
Connors, Kathleen	Gardner, Laura	Lanzoni, Jane	Phillips, Lula	Sivananada, Susan	Zall, Elisabeth
	Gargalis, Priscilla		Pisano, Pamela	Smith, Miranda	Zecher, Ezra

Six months ago, a man named Thomas was sent by Dell to replace my computer's faulty motherboard. He saw my [animal rights] work on my desk and began asking me questions. I took the opportunity to give him an extensive education about how animals are raised and killed for food. He seemed very receptive and left a while later with a *Why Vegan* brochure.

Today, a technician named Kyle came out to replace my D drive. He heard me answer my [AR group's] telephone line and started asking questions. Once again, I took the opportunity to give him an earful. He then told me that he knows Thomas, and saw a letter that Thomas wrote concerning the debeaking of hens. He also said that Thomas has become a strict vegan.

I sent Kyle home with a *Why Vegan* brochure, which he plans to share with his wife. He said they will stop eating animals.

Now I'm hoping that my computer will break down a few more times before the warranty expires!

LB, HAIKU, HI, 12/21/01

I used to be a vegetarian. [A]fter I met my husband, I started eating animal products again. I really didn't want to, but a visit to my doctor scared me. I weighed about 90 lbs. I was very undernourished. I didn't have a healthy diet. I pursued vegetarianism irresponsibly. I took no vitamins at all. I barely ate and my husband convinced me it was because I was a vegetarian.

Well, I have an appointment with my nutritionist and she is sure we can work out a healthy plan that will include supplements. Needless to say, a vegan diet is so much healthier for you.

My next-door neighbor had a triple bypass ten years ago. He was ordered by his doctor to be a strict vegan. He took the advice of his doctor; you should see him now. He's in his early 80's.... My husband and I can barely keep up with him and we're in our early 30's and in pretty good shape.

Thank you for convincing me that a vegan diet is the way to go. I love animals, and my main concern is to stop cruelty to all animals. With my help, and of course your help, we'll make a better place on earth for all animals (our friends).

CE, 10/17/01

I just recently went to a Moby concert. While walking to the snack bar to buy a hot dog, I saw your *Why Vegan* brochure. I was literally overwhelmed by what I read and saw, and have been a strong vegan for a week now. I don't miss meat at all... in fact, I hate even saying the word. Not only that, but the last two times I walked through the meat section at the market, I cried. My heart broke at the harsh reality of what goes on behind the scenes. I had no idea it was that bad... but I do now.

I've shown your brochure to several of my friends and to my family. You'll be happy to know that my sister has now given up meat, and so has my best friend. Your words and pictures have really made a difference, and now we are doing the same! PLEASE send me more copies of your brochure so I can spread the word. People need to know, and they don't because they're afraid of the truth and turn their backs on it. Society should know what people are doing and not allow it. Send me however many you can.

SM, RIVERSIDE, CA, 8/10/01

Thanks for helping the animals. Vegan Outreach makes the world a better place to live!

AS, EL PASO, TX, 12/20/01

ANIMAL-FRIENDLY CREDIT CARDS

You can multiply your effect as an animal-friendly consumer by making your purchases with an AnimalSafe MasterCard. At no additional cost to you, a percentage of all of your monthly purchases, balance transfers, and cash advances will be donated to Vegan Outreach to help end the suffering of farmed animals.

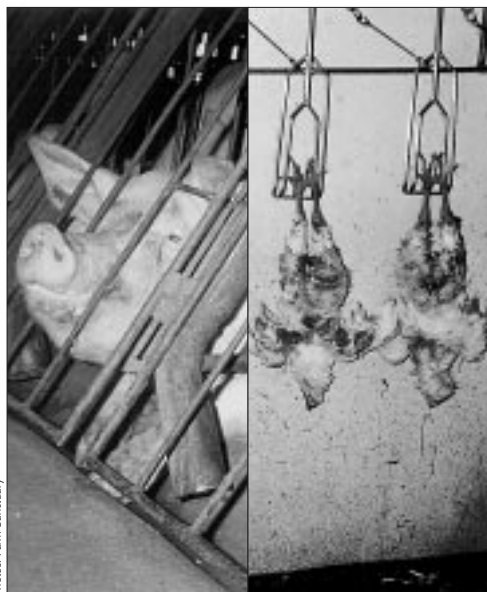


If you would like to apply for a card, please see www.veganoutreach.org/afa-card to download a PDF version of the application. Or, if you prefer to receive an application by mail, call our office at 412-968-0268. For more information on AnimalSafe MasterCards (Action For Animals™ and Morris®), please visit www.animalsafe.org.



LOOPED EDITION OF MEET YOUR MEAT

We are now carrying the 2-hour looped version of PETA's video documentary, *MEET YOUR MEAT* (www.goveg.com/meetmeat.html). These are copies of the master (made with permission), so we are able to keep the price the same. Please see catalog on opposite page to order.



Photos: Farm Sanctuary

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NEW PRINTING OF V.O. STICKER

We now have an improved printing of our stickers. If you received a poorly aligned version, you are welcome to contact us for a free replacement.

Boycott Cruelty

GO VEGAN

www.veganoutreach.org



V.O. PRESIDENT NOW AN R.D.

Jack Norris, who recently relocated to California, has passed his registration exam. He is now an official registered dietician. Well done, Jack!

Vegan OUTREACH

PRINCIPLE & PURPOSE: Vegan Outreach's philosophy is that each sentient animal has a right to his or her body and life.

To that end, Vegan Outreach promotes the lifestyle of veganism—living so as to contribute to as little animal exploitation and death as possible.

Compassionate people will end their support of animal exploitation once they are informed of the suffering a nonvegan lifestyle causes.

Vegan Outreach focuses on preaching to the convertible with our booklet on veganism, *Why Vegan*.

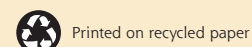
DISCLAIMER: The opinions expressed in this newsletter are not necessarily shared by all members of Vegan Outreach.

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BOARD OF ADVISORS: Steve Kaufman, MD
Virginia Messina, MPH, RD



PUBLICATIONS

	PRICE	QTY	TOTAL
ANIMAL LIBERATION, P Singer	\$10.		
BATTERED BIRDS, CRATED HERDS, Farm Sanctuary	\$ 4.		
BECOMING VEGAN, B Davis & V Melina	\$15.		
THE CONVENIENT VEGETARIAN, Messina & Schumann	\$11.		
TOFU COOKERY, L Hagler	\$16.		
THE UNCHEESE COOKBOOK, J Stepaniak	\$11.		
VEGAN: THE NEW ETHICS OF EATING, E Marcus	\$11.		
VEGAN VITTLES, J Stepaniak	\$11.		
THE VEGETARIAN WAY, V & M Messina	\$21.		

SHIRTS—unbleached, natural color—please specify size

VO T-shirt <input type="checkbox"/> S <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$10.		
VO long-sleeve T-shirt <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$15.		
VO sweatshirt <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$25.		
Eat More Veggies! T-shirt <input type="checkbox"/> M <input type="checkbox"/> L <input type="checkbox"/> XL	\$15.		

VIDEOTAPES, PRINTS, ETC.

MEET YOUR MEAT video, 2-hr looped edition ^{NEW!}	\$ 5.		
A COW AT MY TABLE video, 90-min documentary	\$15.		
8 1/2" x 11" display prints w/captions, set of 10	\$15.		
Boycott Cruelty: Go Vegan sticker _{No S&H charge!}	\$ 1.		

SHIPPING & HANDLING NOTES

MERCHANDISE:

- Please include \$4.00 for your first item, and add \$1.50 for each subsequent item (excluding stickers).
- Orders (except those with shirts), unless otherwise specified, will be sent via book rate to minimize costs.

WHY VEGAN AND VEGETARIAN LIVING BOOKLETS:

- Shipping is least costly (\$6.00–\$10.00) when cartons of 300 are sent via UPS from the printer.
- Vegan Outreach is dependent upon donations to continue printing *Why Vegan* and *Vegetarian Living*.

REMINDERS:

- Please clearly print your address below.
- Please adjust shipping charge for international orders.

PA residents add 7% sales tax

Shipping (please see S&H Notes)

SUPPORT FOR OUTREACH

TOTAL

▶ Please add exchange rate difference to checks drawn on foreign banks.

▶ Make check or money order payable to Vegan Outreach, or provide credit card info below (processed at givedirect.org):

AmEx MC Visa Expires:

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(Sorry, we cannot accept Discover cards.)

SIGNATURE _____

NAME _____ PHONE (OPTIONAL) _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

YES! I want to support Vegan Outreach's efforts to reach more people with WHY VEGAN and VEGETARIAN LIVING!

To help strike at the roots of animal exploitation, I'm enclosing a tax-deductible donation of:

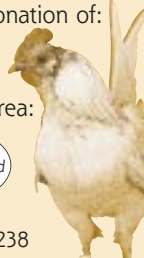
\$20 \$35 \$50 \$100 Other: \$ _____

I would also like to receive the following number of booklets to distribute in my area:

WHY VEGAN: 20 50 Carton of 300
 VEGETARIAN LIVING: 20 50 Carton of 300

Please clip and mail to: Vegan Outreach • 211 Indian Drive • Pittsburgh, PA 15238

Cartons of 300 cannot be shipped to PO boxes



I am amazed at how much information you have packed into *Why Vegan*. In spite of how much info there is, you have arranged it into such a readable format! It's great that you've included all the pictures, too!

EW, CARRBORO, NC, 10/9/01

Two nights ago at Chicago Diner, I was keenly watching everyone looking at the *Why Vegan* display stand. They'd reach out to grab one and then retract their hand. All the while, I'm at my table with my fist clenched in the air and my teeth clamped together going, "Take it! Take it!" It was pretty impressive to see three taken in the hour we were there. Your designer has obviously done a wicked job with the front cover.

NA, CHICAGO, IL, 11/3/01

Many, many thanks for the things you sent. I will wear my T-shirt with pride, and the brochures will go to those people who ask me why I am vegan, and those who tell me I'm going to go blind or die young. My son is also going to take some to his college for friends there.

PB, FULLERTON, MO, 9/1/01

I am ordering two videos—*Meet Your Meat* and *A Cow at My Table*—to donate to my local library. There is a small story behind this. I work in a call center, and one client we handle is a "sports" company. As part of my job, I have to offer callers fishing lures. For every set I sell, I get \$2, so I decided that, as restitution, I would take the money I make selling this junk and buy these videos to donate to the library for the public to watch.

AM, MANCHESTER, NH, 9/14/01

Sorry for the delay with the check. I've been poor all my life; however, I believe each of us must make some effort. I'll try to donate on a regular basis.

JQ, CANTON, OH, 10/10/01

I just wanted to let all of you revolutionaries know that your web site is tremendous, and better every time I stop by. For the last several years that I've been distributing *Why Vegan* and contributing financially, everything Vegan Outreach has done has increased my confidence that my money and effort is best spent with you guys.... Vegan Outreach gets my fullest attention and all the donations I can afford. Vegan Outreach reminds me that I love life.

RH, MONTPELIER, VT, 8/3/01

Your organization has influenced the world in many beneficial ways, making it a better and more peaceful place for both animals and people. Along the way, you have inspired high school groups such as our own. We have reached all types of people all over the world. We must help one another in our efforts. Although we are a small high school group, we are sending you this donation for \$100 because we truly believe in what you stand for and we support your ongoing efforts!

JD, MIRA COSTA, 8/23/01

This donation was my Christmas present from my parents—to me, to you. I so appreciate your pamphlets and philosophy on activism. It has certainly helped shape my own.

JH, MEDFORD, MA, 1/3/02

Vegan —OUTREACH—

Evolution through Education

211 Indian Drive, Pittsburgh, PA 15238

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I'm not even a vegan, but I think factory farming is awful, and that you do good work. The picture of the mother pig in the metal crate nursing her piglets convinced my husband to stop eating pork.

CB, RICHMOND, VA, 1/10/02

I received *Why Vegan* from G-7 Welcoming Committee Records (with the purchase of a Weakerthans CD). It changed my life, and my girlfriend's life. We are both vegetarians now, and plan on making the move to veganism. Many people ask us why, and I would like to offer them the same answers that helped me. Could you please send me pamphlets to give out?

AH, ARABI, LA, 12/24/01

I found your number via the "Vegetarian Awareness" listing in my local phone book. After I received your *Why Vegan*, I started to cry. I realized I needed the articles and pictures to become a vegetarian.

DD, NEW ORLEANS, LA, 12/20/01

Thank you for showing me all the pictures of what they do to animals. It really changed my mind about being a meat-eater.

JW, CHICAGO, IL, 12/17/01

I have been a vegan for four years thanks to Vegan Outreach and a return email from you a few years ago. I have still never met another vegan in person.

MR, OR, 12/11/01

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Featured Merchants Include:

- ♦ Vegan Book Project ♦ Tribe of Heart
- ♦ Dana Lyons ♦ Animal Rights Stuff
- ♦ Vegetarian Image ♦ Vegan Essentials
- ♦ Vegancats.com ♦ Different Daisy
- ♦ IMPACT press ♦ Nicholson Prints
- ♦ VegNews ♦ Vegetarian Baby & Child
- ♦ Allison's Gourmet & many more!

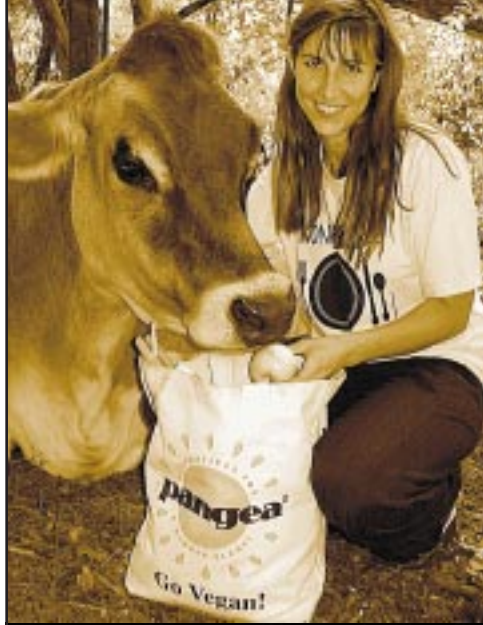
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