



PRESS RELEASE

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EXPANDED BAY AREA VEG FAIR RETURNS TO SANTA CLARA ON FEB. 1, 2003

Free Food Samples • Lectures • Cooking Demos • Health Tips at Northern California's Largest Vegetarian Food Festival

The trends are troubling. Rising obesity rates, lawsuits aimed at fast food chains, abysmal factory farming practices and meat contamination all indicate that something is wrong with the American food supply and diet. That's why more people than ever are taking a closer look at the benefits of a plant-based diet. The Bay Area Veg Fair is a unique event designed to introduce everyone to healthy, tasty vegetarian food.

The second annual Bay Area Veg Fair, Northern California's largest vegetarian food festival, will take place on Saturday, February 1, 2003 from 9 a.m.–6 p.m. at the Santa Clara Convention Center. This free educational event offers food sampling, nationally renowned speakers, and cooking demos to show how easy vegetarian living can be.

Last year's Veg Fair attracted over 4,000 people, all impressed by the breadth and depth of the vegetarian speakers, chefs, organizations and products represented. With an expected attendance of 5,000–6,000, this year's event has been expanded to include more free food samples, vegetarian resources, and an all-new international dining café.

The Veg Fair is organized by an all-volunteer committee with the primary objective to further vegetarian education. It is hosted by VegNews, the nation's only vegetarian newspaper, founded and published in the Bay Area. Other sponsors include White Wave, In Defense of Animals, Conscious Design & Photography, allGoode Organics, PETA, Farm Sanctuary, Pangea Vegan Products, and The San Francisco Vegetarian Society.

The event will feature over 75 exhibitors, including medical and health experts and non-profit organizations. Leading national vegetarian and natural food manufacturers as well as local restaurants will provide free food samples, and a bookstore will give attendees the opportunity to purchase the leading works available today.

The Bay Area Veg Fair will feature a number of authors and speakers considered leaders in the field of healthy plant-based eating:

- **John McDougall, M.D.**, best-selling author and founder of the McDougall Program
- **Howard Lyman**, a fourth generation ex-cattle rancher and the former president of both the International Vegetarian Union and Earthsave International

more...

- Veterinarian **Elliot Katz, DVM**, president of In Defense of Animals
- Psychologist **Kerrie Saunders, Ph.D.**, author of the forthcoming *The Vegan Diet as Chronic Disease Prevention*
- **Peter Burwash**, author and former #1 ranked Canadian professional tennis player
- And many more!

Attendees will have the opportunity to meet local vegetarian chefs and participate in four cooking demonstrations offered throughout the day, featuring Quick & Easy Vegetarian Cooking with **Jennifer Raymond**, Millennium Cuisine with **Eric Tucker**, Healthy Breakfasts with the **Compassionate Cooks**, and Energizing Raw Foods with **Al Chase**.

WHAT: Bay Area Veg Fair, Northern California's largest vegetarian food festival

WHEN: Saturday, February 1 from 9:00 a.m. to 6:00 p.m.

WHERE: Santa Clara Convention Center
5001 Great America Parkway • Santa Clara, CA

WEBSITE: www.vegfair.org

COST: The event is free and open to the public. Ample free parking is available, and the convention center is conveniently accessible by public transportation.