



**Humane Society of Louisiana**  
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## **Nola Veggie Fest**

*New Orleans, 2010*

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### **NEWS RELEASE**

- WHAT:** Second annual *NOLA Veggie Fest*  
**WHEN:** May 16th, Sunday, 11am - 7pm  
**WHERE:** *First Unitarian Universalist Church,*  
2903 Jefferson Avenue, New Orleans, LA 70115  
**WHAT:** Fundraiser featuring vegetarian food, vendors, cooking demos,  
information booths, speakers, films, silent auction, raffles  
**COST:** Adults \$10, Children 12 & under \$5, Under 2 Free

It's official! New Orleans has another great tradition on its annual festival calendar, the NOLA Veggie Fest. After last year's incredible success, the hip, new local food fest which puts veggies in the spotlight moves to a larger uptown location on May 16th. Local food enthusiasts, veggie lovers, vegans, vegetarians and carnivores alike are encouraged to participate in the Crescent City's favorite celebration of all things veggie.

"The *NOLA Veggie Fest* promotes healthy, delicious and sustainable foods that are beneficial to people, animals and the planet," says Dr. Leslie Brown, Festival Chair.

The Fest features product samples, vendor booths, cooking demos, nonprofit organizations, speakers, films, and, of course, lots of delicious food prepared with vegetables. Whether you're interested in healthy eating, cookery, sustainable living, animal protection or simply exploring new cuisines, the *Nola Veggie Fest* has something for everyone.

Attendees will have the opportunity to sample scores of delicious vegan foods from distributors including *Field Roast*, *Tofurky*, *Le Grand Pestos* and *Coconut Bliss*. Local stores and restaurants including *Cafe Bamboo*, *Whole Foods Market*, *Surrey's Cafe & Juice Bar*,

## NOLA VEGGIE FEST

*Hey Cafe* and others will participate, along with local chefs and caterers. A wide range of vegan dishes and baked goods will be available both for sampling and for sale.

This year's lead sponsor is the *New Orleans Food Co-op*, which is working to open a community-owned grocery store on St. Claude Avenue. The store will be a real boon for the New Orleans vegan/vegetarian community in that it will provide local, organic, and other healthy, vegetarian products. For more information on the NOFC and to learn how to become a member and part owner for a \$100 equity investment, go to [www.nolafoodcoop.org](http://www.nolafoodcoop.org).

Noted speakers from around the country will appear at the Fest. The schedule is as follows:

- 1pm Jane Velez-Mitchell** - Award winning TV journalist, *Headline News*
- 2pm Gene Baur** - Founder of *Farm Sanctuary*, the nation's largest farm animal protection group
- 3pm Jack Norris**, President and co-founder of *Vegan Outreach*
- 4pm Robert Cheeke** - Vegan body builder
- 5pm Jonathan Balcombe** - Animal behaviorist and author of books including *Second Nature: The Inner Lives of Animals*
- 6pm Dr. Craig Sommers** - Nutritionist and author of the *Raw Foods Bible*

The Fest will also featuring several cooking demos, including a presentation by Arianna Rose of New York's *Rockaway Raw Cafe* at 11am. Vegan baker, Leah Fishbein, appears at 1pm, and Twila Hoyle, co-coordinator of the *New Orleans Vegetarian Meetup Group* demonstrates 'Green Smoothies' at 5pm. There will be live music from *Sweet Jones* at 2pm, with belly dancers Jacquie and Kristi of *Troupe Pandorium* appearing at 3pm. *Jon Hebert* and *Terrina Cook* will be the fest's last live music performance, starting at 6pm.

The *NOLA Veggie Fest* is a project of the *Humane Society of Louisiana*, coordinated with the support of the *New Orleans Vegetarian Meetup Group*. The grassroots, locally operated Humane Society was founded in New Orleans in 1988. A licensed 'pet detective' agency, the charity was a pioneer in the field of animal cruelty investigation and prevention. HSL has been advocating for healthy vegan diets since its inception, holding vegetarian festivals, weekly vegan buffets and events before Katrina, when the group's local animal shelter was destroyed.

"The Humane Society of Louisiana has been promoting nonviolence and compassion for all creatures for more than two decades," says Jeff Dorson, Executive Director. "As New Orleanians, we know the best way to get that message across is through great food, celebration and fun. We invite locals to come to the NOLA Veggie Fest and indulge in the variety of delicious foods that can be prepared with vegetables."



# 2010 NOLA Veggie Fest

[www.NOLAVeggieFest.com](http://www.NOLAVeggieFest.com)



**SUN May 16th 11-2**  
First Unitarian Universalist Church  
2903 Jefferson Ave

### SPEAKERS

- Gene Baur *Farm Sanctuary*
- Jane Velez-Mitchell *Headline News*
- Dr. Craig Sommers *Raw Foods Bible*
- Robert Cheeke *Vegan Body Builder*
- Jack Norris *Vegan Outreach*
- Dr. Jonathan Balcomb *Animal Behaviorist*
- Josh Hooten *Herbivore Design Guru*
- John Sakars *Writer/Artist/Musician*

### LIVE MUSIC AND ENTERTAINMENT

- Terrina Cook & John Hebert
- Sweet Jones
- Jacquie & Kristi
- Pandarium Belly Dance Company*

- RESTAURANTS • FOOD SAMPLES
- COOKING DEMOS • FILMS
- VENDOR BOOTHS
- RAFFLES AND AUCTION

\$10 adults  
\$5 kids 12 & under  
under 2 free

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