



The State's Largest Vegetarian Organization

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RORY FREEDMAN & JOHN SALLEY HEADLINE VEGFEST APRIL 18
Vegetarian tastefest & expo celebrates plant-based diet for health & planet

ROYAL OAK, Mich., Feb. 16, 2010 - Number-one *New York Times* best-selling author **Rory Freedman** and NBA star **John Salley** will headline the speaker lineup at this year's **VegFest**, the annual vegetarian tastefest hosted by VegMichigan, taking place **Sunday, April 18** from 11 a.m. until 5 p.m. at **Ferndale High School**. The event features food from local restaurants, lectures, cooking demonstrations, exhibitors, free samples, door prizes and more, all designed to promote the health, environmental and ethical benefits of a plant-based diet. VegFest also serves as the kick-off event for Ferndale Green Week activities.

Major sponsors include Whole Foods Market, 93.9 FM The River, Natural Awakenings magazine, the Physicians Committee for Responsible Medicine, Meijer and the Medicine Cabinet Pharmacy, with free biofuel shuttle service provided by The Night Move.

Rory Freedman was always obsessed with food, but she wasn't always a healthy eater. When she did eventually change her ways, she experienced firsthand the difference a healthy, plant-based diet could make. The more she learned for herself, the more she wanted to share her knowledge and help others. With two million copies in print and translations in 27 languages, her first book, *Skinny Bitch*, with coauthor Kim Barnouin, sparked a worldwide movement. It's a no-nonsense wake-up call that exposes the problems with the food industry while inspiring people to eat well and enjoy food. Since *Skinny Bitch* came out, four others in the series have followed, including the cookbook *Skinny Bitch in the Kitch*; *Skinny Bitch: Bun in the Oven*, An Eating Guide for Pregnant Women; *Skinny Bitchin'*, a fun, self-help, motivational journal; and *Skinny Bastard*, for men. Voted *VegNews* magazine's first-ever "Person of the Year," Freedman has successfully counseled models, actors, athletes and other professionals using the *Skinny Bitch* method.

And back this year by popular demand, after drawing a record-breaking crowd to last year's VegFest, is NBA champion and TV personality **John Salley**. After helping to lead the Detroit Pistons, Chicago Bulls and L.A. Lakers to NBA championships, Salley hosted the Emmy-nominated "Best Damn Sports Show Period" on Fox Sports Net and has appeared in a number of films. He is also vegan--meaning he neither eats nor uses any animal products--and passionately believes that this diet choice improved his game and his life.

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VegMichigan is a nonprofit organization promoting awareness of the health, environmental and ethical benefits of a plant-based diet. For event information or to join or volunteer, visit our Web site or call the toll-free number at left.

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VegFest offers something for everyone, from meat eaters to raw food enthusiasts to vegans. **Attendees can enjoy tasty vegan cuisine from two dozen local restaurants, national brand samples, cooking and raw-food demonstrations, exhibitor booths, door prizes, children's activities plus several presentations.** In addition to **Rory Freedman** at 1 p.m. and **John Salley** at 2 p.m., speakers throughout the day include **Joel Kahn, MD**, medical director of cardiac rehabilitation at Beaumont Hospital; diabetes specialist **Caroline Trapp, MSN**; environmentalist **Troy Farwell**, executive director of Upland Hills Ecological Awareness Center; raw foods educator **Andrea McNinch**, founder of Regeneration Raw; VegMichigan president **Harry Pianko**; a panel of **vegan and vegetarian adults and children** who will discuss "going veg for dummies" and more speakers to be announced.

VegFest is part of the worldwide Great American Meatout, now in its 26th year. Festivities take place each spring in all 50 states and two dozen countries, encouraging people to "go meatless" for a day and explore a healthier, environmentally friendly, plant-based diet. Listings of all Meatout events, along with statistics, trends, veg starter kits, recipes, endorsements and more can be found at www.Meatout.org.

VegFest is presented by **VegMichigan**, a 10-year-old, membership-based nonprofit 501(c)(3) organization that also offers classes, lectures, dinner club outings and an e-newsletter with more than 5000 subscribers.

VegFest takes place from **11 a.m. until 5 p.m. at Ferndale High School, 881 Pinecrest in Ferndale** (south of 9 Mile, west of Woodward). **Admission at the door is \$10, \$5 students, free to children under 6 and VegMichigan members.** Free round-trip **shuttle service** via The Night Move biofuel bus is available starting at 10 a.m. on the east side of Woodward Ave. at Troy, just south of 9 Mile, between Woodward Avenue Brewers and the Emory.

For details and to purchase discounted tickets and memberships in advance, visit www.VegMichigan.org, or call toll-free 877-778-3464 for more information.

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