

CONTACT: Adrienne Gillespie
Director of Marketing
585-760-9645 (mobile)
adrienne@vegmichigan.org

March 2019

Alicia Silverstone & Dr. Michael Greger to Headline VegFest

Michigan's largest plant-based tastefest and expo is April 28 in Novi

NOVI, Mich. – Hollywood celebrity and plant-based advocate, Alicia Silverstone, and nutrition expert and New York Times bestselling author, Michael Greger M.D. will headline the speaker lineup at this year's [VegFest](#) which marks the 20th anniversary of the annual event hosted by VegMichigan.

Taking place Sunday, April 28, 10:30 a.m.- 5 p.m., the family-friendly event is expected to draw more than 8,000 to the [Suburban Collection Showplace](#) in Novi. With the growing popularity of the event, VegMichigan has doubled the hall space from last year. Tasty vegan cuisine will be plentiful, with more than 100 restaurants, vendors, and exhibitors offering the latest plant-based foods, free samples, products, and services. Cooking demonstrations, notable speakers, and a kids' zone will entertain and educate the public about the health, environmental, and ethical benefits of a vegan lifestyle.

Alicia Silverstone will speak at 12:30 p.m. on "Radiant Health and Living a Kind Life," followed by Dr. Greger at 3 p.m. with his talk "How Not To Die Part 2". Dr. Robert Breakey, who attended the University of Michigan Medical School will share how "Health is a Gift You Give Yourself," Dr. Elizabeth Swenor, D.O., from Henry Ford Hospital Systems will discuss "Healthy Gut, Healthy You," and Dan McKernan, Founder of Barn Sanctuary, on "Understanding the Lives of Farm Animals." Additional presenters and cooking demos include Adrienne Gillespie, Director of Marketing for VegMichigan, Debra Walter, Culinary Institute of America in New York, and Quiana Broden from the popular "Cooking with Que" blog. Find the full schedule at [vegmichigan.org](#).

VegMichigan President Tom Progar shared that,

Forbes Magazine listed Plant-based eating as one of the top 5 health food trends of 2019. Restaurants and grocery stores are adding more vegan options to keep up with demand. Many pro athletes are moving toward a plant-based diet to improve performance, recovery, and longevity. A record number of Americans, especially young people, are embracing this healthy, ethical, and sustainable way of eating. Vegan eating is no longer a sacrifice; you can enjoy both healthy meals and vegan versions of your favorite comfort foods.

He invites you to, *Come to VegFest and see for yourself why vegan eating is becoming so popular!*

Suburban Collection Showplace is located at 46100 Grand River Ave. in Novi. Admission is \$12.50 in advance on Eventbrite or \$17 at the door. VegMichigan members are admitted free.

VegFest is sponsored by Better Health Stores, Detroit's iconic Old Shillelagh, and other companies focused on healthy living.

For tickets, membership and to sponsor, exhibit or volunteer, visit [vegmichigan.org](#) or call 248.867.2155. Follow updates on Facebook and Instagram @VegMichigan.