

Canada's First-Ever Veggie Pride Parade: Lettuce bikinis, marching bands, and Bollywood...*oh my!*

Toronto, May 28, 2010 – Canada's first-ever Veggie Pride Parade marches into Toronto **Saturday, June 5**. Inspired by similar annual parades in New York, Rome, and Los Angeles, vegans and vegetarians of every stripe – from fashion designers to moms with tots to hardcore vegan bikers – are gearing up to show their veggie pride. “We plan to make veggie history with a cheeky and celebratory parade to show how diverse, fun, and amazing the veg folks in Toronto and Canada are and the fabulous benefits of adopting a cruelty-free diet”, says Toronto Veggie Pride Parade spokesperson and television host Kimberly Carroll.

The parade will feature everything from burlesque dancers to firefighters, lettuce-bikini'd beauties to Grupo Axé Capoeira, contortionists to roller derby girls, acrobats to Bollywood dancers. Parade organizers are putting a call out to veg or “veg-curious” folks to join in the parade whether it be in costume, on skateboard, or with stroller.

With recent movies like "Food Inc." and books like Jonathan Safran Foer's 'Eating Animals', people these days are “going veg” in droves for health reasons, for the environment, and for the animals. These folks are in good company with veg celebs like Kate Winslet, Steve Martin, Gloria Steinem, Alicia Silverstone, Paul McCartney, Miley Cyrus, Deepak Chopra, Prince, Anne Hathaway, Woody Harrelson, Jane Goodall, and Alec Baldwin. Famous Canadian vegetarians/vegans include Bryan Adams, Pamela Anderson, Shania Twain, Michael J. Fox, Alanis Morissette, Avril Lavigne, and hockey player Georges Laraque. It seems there has never been a more compelling time to cut out animal products from one's diet:

- Conditions for the almost 650 million animals going through the Canadian factory farming system yearly are horrifying with intensive confinement, extreme genetic manipulation, and brutal transport and slaughter practices.
- Environmentally, the United Nations says the raising of animals for food is contributing more to global greenhouse gases than all the world's cars, transport trucks, and airplanes combined. It is also a major source of land and water degradation.
- Health-wise, a veg diet is huge in preventing some of the major diseases striking Canadians. For example, vegans have a 57% reduced risk of heart disease and vegetarians have a 40% reduced chance of getting cancer than the general population.

The focus of the parade though is celebrating the veg choice regardless of reason. “Vegetarians and vegans are often very socially conscious and compassionate people, but that doesn't mean we don't like to have a good time”, laughs Carroll, “You're definitely going to see the fun, sexy, and irreverent side of the veg community in this parade.”

The Toronto Veggie Pride Parade begins noon on June 5th at Bloor and Yonge (line-up will start at 11:30 am at Yonge St. and Asquith Ave. beside the Toronto Reference Library) and will head south along Yonge St. to Dundas Square. For more information, go to: www.veggieprideparade.ca.

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Toronto Veggie Pride Parade – June 5, 2010
Where being “veg” gets rockstar treatment