

Welcome to National Vegetarian Week, sponsored by Cauldron Foods

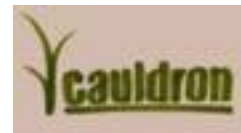
This Action Pack will give you some great ideas about ways you can get involved in National Vegetarian Week (NVW).

NVW has gone from strength to strength, and now in its 16th year, it's a great opportunity for individuals, community groups, schools and businesses to work together and celebrate the Week.

The success of NVW relies on the involvement of many different groups of people, so why not use or adapt some of the ideas below to have fun during the Week as well as boosting public awareness of vegetarianism.



Monday 19 ~ Sunday 25 May 2008



Last year a veggie/vegan family, Jo and Tim Austin and family, celebrated National Vegetarian Week by walking the Cleveland Way. This was a 106 mile trek across the North Yorkshire moors to the coast at Filey. They were equipped with Vegetarian Society NVW t-shirts and along the way they stayed at some fantastic veggie B&Bs.



So how can you help celebrate NVW?

Ways to get involved

- ~ Sign up for the 'Veggie Pledge' - this could be anything from trying some new veggie food to going veggie for the day or even going veggie for the week/month/year/life! Already veggie? Why not pledge to talk to friends or relatives about the reasons behind going veggie.
- ~ Hold an information stall - this could be at school, in your local library, supermarket, market hall or community centre.
- ~ Do you have a website, blog or perhaps you're a member of a social networking site? If the answer is yes to any of these questions then YOU can help by spreading the NVW word online and encouraging more people to get involved.
- ~ Hold a taste testing evening. This is a great way to let people taste fantastic veggie food, especially those who might not normally try it, and it can be a great social event to boot.
- ~ Encourage local businesses to display NVW posters or hold an event and remind them they can get free publicity on our online events diary.



- ~ Write to your local paper or parish magazine and let them know NVW is happening!
- ~ Have a veggie dinner party or BBQ for friends and family. This is a great way to show people just how tasty veggie food can be.
- ~ Put up the NVW poster at school, work or even at home. The more people who see it, the better. You could also hand out NVW leaflets.
- ~ Take on a challenge for the Week (like a sponsored walk) and wear an NVW t-shirt, or even get sponsorship from friends and family.

Contact Us:

NVW enquiries to Vicky Alderton
vicky@vegsoc.org

0161 925 2000

How we can help

- ~ To sign up to the 'Veggie Pledge' fill in the online pledge form and we'll list this on our website for others to see and be inspired by.
- ~ Order all your NVW print requirements through our online form, or call us, and remember everything is free!
- ~ Order further Vegetarian Society print. We have an extensive selection of information booklets on everything from nutrition to the environment and quick and easy recipes to gourmet meals. For a full list of what's available, visit our website.
- ~ Contact us to get details of companies offering free samples for community events.
- ~ For your website or blog: visit our website for interesting 'veggie facts' and download the NVW banner.
- ~ Tell us about your event and we'll promote it on our online NVW events diary. Just fill in the online form.
- ~ Visit our website for literally hundreds of vegetarian recipes.
- ~ If you're holding an event or taking on a challenge for the week contact us for NVW t-shirts.



Get Your Event Noticed

Local events can often be of interest to local press, so why not look at our 'Letter Writing Guide' and find out how to get your event in the press!

This guide can be found online at www.vegsoc.org/nvw



So don't forget...

- ~ All our resources (NVW posters, leaflets, banners etc) are free and can be ordered from our website or by phone on 0161 925 2000.
- ~ All events throughout the UK can be promoted on our online diary, simply fill in the form to tell us what you're doing to celebrate the week.

...www.vegsoc.org/nvw