

Presidents Wilson, Truman and Roosevelt galvanized the nation with voluntary meatless days during both World Wars.

**We're revitalizing this American tradition** – spearheading a grassroots movement that spans all borders and demographics.

*Cut out meat just one day a week – it's something easy we can all do that has a huge impact!*



World War I US Food Administration poster

“Meatless Mondays is a responsible and welcome component to a strategy for reducing global pollution.”

– Al Gore

## GET INVOLVED

The movement we began in 2003 is spreading around the globe. From countries such as Brazil, Holland and Australia, to towns such as Ghent, Belgium and Tel Aviv, Israel, to school systems like Baltimore right here in the US, people are discovering the remarkable benefits of going meatless on Monday.

### How can you get involved?

- Take the Meatless Monday Pledge
- Tell your friends, family and work mates about Meatless Monday
- Encourage your town, school, club or cafeteria to go meatless on Mondays

For health news, delicious meatless recipes and to learn more, visit

[meatlessmonday.com](http://meatlessmonday.com)

Meatless Monday is a campaign of

### Healthy Monday

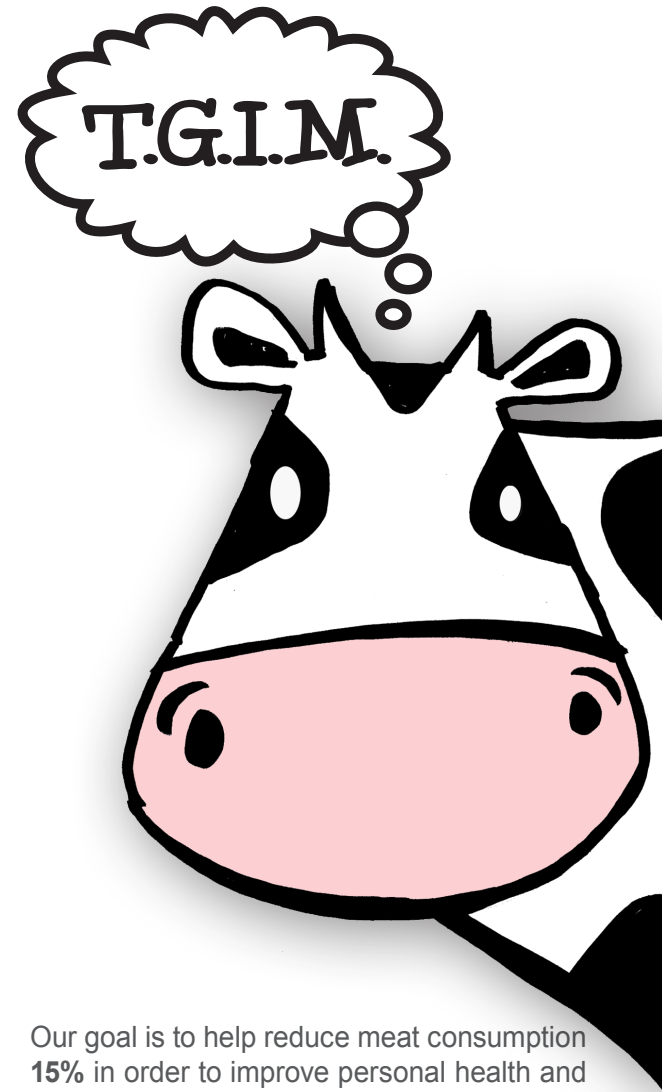
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# MEATLESS MONDAY

One day a week, cut out meat.



Our goal is to help reduce meat consumption **15%** in order to improve personal health and the health of our planet. We're a non-profit initiative, in association with Johns Hopkins Bloomberg School of Public Health.

# WHY MEATLESS?

Heart disease, stroke, diabetes and cancer – chronic preventable conditions – kill 1.7 million Americans annually (70% of all deaths). Diets heavy in meat have been linked to increased cancer risk; while diets high in fruits, vegetables and whole grains may reduce cardiovascular disease and diabetes. Further, the fuel, land and water needs of livestock are vast and unsustainable over the long-term.

# WHY MONDAY?

Monday is the start of each week, when we set our intentions for the next six days. Studies suggest we're more likely to maintain behaviors begun on Monday, the January of every week. It's the perfect day to make a change for your health and the health of the planet.

“Even one meatless day a week – a Meatless Monday, which is what we do in my household – if everybody in America did that, that would be the equivalent of taking 20 million mid-size sedans off the road.”

– Michael Pollan

# THE FACTS

- On average Americans consume 8 ounces of meat per day – 45% more than the USDA recommends, which increases the risk of chronic preventable diseases.
- The meat industry generates nearly 1/5 of man-made greenhouse gases, accelerating climate change worldwide.
- A healthy plant-based diet provides more than enough energy, protein and other nutrients to fuel all your usual activities – including your workouts.



At MeatlessMonday.com you'll find everything you need to start your week meatless:

- Delicious meatless recipes
- Informative nutrition articles
- Expert interviews
- Cooking video demos
- Updated food + health news

“Having one designated meat-free day a week is a meaningful change that everyone can make... Above all, remember that the future begins with the actions we take now.”

– Paul McCartney