

# **EVEN UPDATE 7/23/09**

## **July 26 - Turtle Mountain - Alton Baker Park GO DAIRY-FREE**

### **Petitioning for Dairy-Free Ice Cream Day in America**

Eugene, OR - Manufacturer Petitions President Obama to Proclaim Fourth Sunday in July National Dairy-Free Ice Cream Day

**Turtle Mountain**, maker of So Delicious® and Purely Decadent® dairy-free ice cream, is petitioning President Obama to designate the fourth Sunday in July National Dairy-Free Ice Cream Day. To kick-off the campaign, the company will distribute free non-dairy frozen confections to everyone who attends the celebration at **Alton Baker Park in Eugene on Sunday, July 26th, 10 AM - 4 PM.**

In 1984 President Ronald Reagan designated the third Sunday in July National Ice Cream Day, which was to be observed by the people of the United States with "appropriate ceremonies and activities." Unfortunately, President Reagan failed to recognize over 50 million Americans who cannot consume ice cream due to its dairy content, such as those with lactose intolerance, food allergies, dietary restrictions, or other health concerns. *[Ed. - or ethical concerns!]*

"We believe that every American should have the right to enjoy ice cream", says **John Tucker, Vice President of Marketing at Turtle Mountain.**

Turtle Mountain will have its branded ice cream R.V. and trailer stationed in the parking lot. Games and prizes will also be offered to make the event family friendly. The company expects to give out several thousand dairy-free ice cream sandwiches and stick-bars.

Attendees will also have the opportunity to sign a petition to President Obama asking him to proclaim the fourth Sunday in July National Dairy-Free Ice Cream Day. President Obama champions diversity, inclusion, and compassion, says John Tucker. Given the superb taste as well as intrinsic health and environmental benefits of these products, we are confident Mr. Obama will see the wisdom in giving dairy-free ice cream this special distinction.

Turtle Mountain encourages those who are unable to attend the event to celebrate the occasion by purchasing dairy-free ice cream, such as **Purely Decadent®** or **So Delicious®**, and sharing them with family and friends. The company produces So Delicious® and Purely Decadent® frozen desserts at its manufacturing facilities in Springfield, Oregon. Offering a variety of dairy-free frozen and refrigerated items made with soy milk and coconut milk, its brands are available across the country.

For additional information on Dairy-Free Ice Cream Day in America, contact **Chris Turek**. Photos, product information, and samples are available upon request.

#### ***About Turtle Mountain, LLC***

***Based in Eugene, Oregon since 1988, privately held Turtle Mountain provides consumers with healthier alternatives to dairy-based frozen desserts. All products are 100% plant based and contain no artificial sweeteners or trans-fats, and most are made with certified organic ingredients. Turtle Mountain sells its products under the brands So Delicious® and Purely Decadent®. For full product offerings and complete nutritional information, please visit: [www.turtlemountain.com](http://www.turtlemountain.com).***

HEY, folks! Let's remember the most important reason --- non-dairy ice cream is cruelty-free!

## July 29 – Leafleting Opportunity YOU CAN'T BE A MEAT-EATING ENVIRONMENTALIST!

Naked behind a banner that reads, "**1 lb. of meat = 6 months of showers,**" two PETA activists will shower together to let passersby know that the best thing that they can do for the environment is not to take shorter showers but to go vegetarian.

As you may know, U.N. scientists have determined that **raising animals for food generates more greenhouse-gas emissions than all the cars, trucks, planes, and ships in the world combined.** These gasses worsen climate change and might lead to catastrophic disasters—such as droughts, floods, hurricanes, rising sea levels, and disease outbreaks—unless we drastically reduce the amounts emitted into the atmosphere.

We need activists to help leaflet and spread the message that you can't be a meat-eating environmentalist. I hope that you can spare an hour of your time to attend this exciting event:

**What: Shower demonstration**

**When: Wednesday, July 29, 12:00 noon - 1 p.m.**

**Where: Intersection of Broadway and Willamette Street, Eugene**

**All materials will be provided.** To RSVP or for questions about this event, please contact **Amanda Fortino** at 757-284-4895 (cell) or [AmandaF@peta.org](mailto:AmandaF@peta.org).

Sincerely, **Jeneleen Floyd**, Assistant Activist Liaison

**People for the Ethical Treatment of Animals**, [JeneleenF@peta.org](mailto:JeneleenF@peta.org)

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Lin Silvan

Executive Director

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The **Eugene Veg Education Network (EVEN)** is an **official 501(c)(3)** non-profit group based in Eugene serving as a resource for those seeking information on a **healthful, vegan lifestyle**. EVEN's emphasis is one of **non-violence, compassion and sustainability**. Focus is on the **interconnectedness of all life** and how a plant-based diet benefits the earth, non-human animals, and the individual. EVEN's **Mission Statement** is **to inform, educate & encourage our members**--- as well as the larger community ---by providing access to pertinent information on veganism and its positive impact on the health of the planet and all its inhabitants. [www.eugeneveg.org](http://www.eugeneveg.org) **Peace.**