

FOR IMMEDIATE RELEASE



2016 Declared Vegan Awareness Year! EVEN Obtains Mayoral Proclamation



Photo by Hilliard Gastfriend

(Left to Right: Jeanette Park, EVEN Education Director; Lin Silvan, EVEN Executive Director; Kitty Piercy, Mayor of Eugene Oregon; Robert Jacobucci, EVEN Webmaster)

Eugene, Oregon (December 8, 2015) - Eugene Mayor Kitty Piercy has collaborated with the **Eugene Veg Education Network (EVEN)** to declare 2016 as a year dedicated to raising awareness of the impact individual choices have on the planet and all of its inhabitants. By mayoral proclamation, **Mayor Piercy** has acknowledged growing

global recognition of the environmental, health, and ethical concerns surrounding the consumption of animal products.

Vegan Awareness Year arrives as an extension of EVEN's initial Vegan Awareness Weekend proclaimed in 2012.

"We applaud Mayor Piercy for once again demonstrating her leadership and commitment to sustainability. This mayoral proclamation also empowers us all to align our lifestyles with compassion and nonviolence," says **Lin Silvan**, Founder and Executive Director of EVEN.

This far more expansive proclamation for 2016 creates opportunities for all community members to engage with businesses and organizations who support vegan choices.

EVEN is a 501(c)(3) education non-profit serving as a resource for those seeking information on a healthful, vegan lifestyle. EVEN's mission is to inform, educate & encourage the community by providing information on veganism and its positive impact on the health of the planet and all of its inhabitants.

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OFFICE OF THE MAYOR
City of Eugene, Oregon

PROCLAMATION

WHEREAS: the United Nations Food and Agriculture Organization concluded that the livestock sector was one of the most significant contributors to the planet's most serious environmental problems, at every scale from local to global. Each year, animal agriculture produces 32 billion tons of carbon dioxide and 3.7 trillion pounds of excrement; uses 34-76 trillion gallons of water; is accountable for 20-33% of all fresh water consumption worldwide, the desertification of 1/3 of the planet, and 91% of Amazon rain forest destruction; and has created more than 500 dead zones in our oceans; and

WHEREAS: each year, 10 billion land animals are killed in the U.S. for food, 58 billion are killed worldwide, and 2.7 trillion sea animals are pulled from our oceans. Animal agriculture is the leading cause of species extinction, and every day, up to 137 plant, animal and insect species are lost forever due to rain forest destruction for grazing and feed crops. We are currently undergoing the largest mass extinction in 65 million years; and

WHEREAS: the United Nations Environmental Programme declared that a global shift towards a vegan diet would help save the world from devastating hunger, widespread fuel shortages and catastrophic climate change. Each day, a person eating a vegan diet saves 1,100 gallons of water, 45 pounds of grain, 30 square feet of forested lands, the equivalent of 20 pounds of CO₂, and one animal's life; and

WHEREAS: the American Dietetic Association (ADA) declared that appropriately planned vegan diets are healthful for all life-cycle stages, including pregnancy, lactation, infancy, childhood, and adolescence. The ADA also declared that vegan diets are associated with lower blood cholesterol, lower risk of heart disease, hypertension and type-2 diabetes, lower body mass index, and lower overall cancer rates; and

WHEREAS: we enjoy ready access to vegan-friendly dining in our city with numerous restaurants, cafes and markets. Vegan alternatives to cheese, ice cream and burgers allow us to enjoy delicious meals while ensuring the least harm to ourselves, the animals, and our planet.

NOW, THEREFORE, I, Kitty Piercy, Mayor of the City of Eugene, Oregon, do hereby proclaim 2016 to be

“Vegan Awareness Year”

in Eugene, Oregon, and urge everyone in our community to explore and educate themselves about this healthy and compassionate lifestyle.



Kitty Piercy

Kitty Piercy
Mayor of Eugene
January 1, 2016