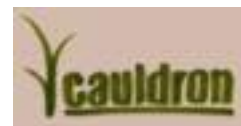


Welcome to National Vegetarian Week, sponsored by Cauldron Foods

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 community groups, individuals, 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, while also raising the profile of both vegetarianism and your own projects?



Last year hundreds of community events took place throughout the UK, including information stalls, meals, parties, taste testing, art competitions and even a completely vegetarian wedding!



A local group, Tay Veggies, hosted a special cooking/tasting evening for members of the public.

“Last night Pillars of Hercules was jumpin! We hardly had our ‘signature dishes’ on the tables when people arrived - as if out of nowhere! People, chatting, tasting, laughing, drinking and two talented guitarists playing great music...We hope all the folks that came along enjoyed chatting to us as we did to them.

National Vegetarian Week really did happen for the Tay Veggies this year!”

“What’s it got to do with us?”

Vegetarian and vegan groups obviously have lots to celebrate during National Vegetarian Week, but you don’t have to have any special links to vegetarianism to take part.

GET INVOLVED

NVW is for everyone. Whether you are veggie or not there’s plenty of ways to get involved.

TRY SOMETHING NEW

NVW offers an opportunity to try veggie food from the wide range of products that are on the market. You don’t know till you try and there’s no better time than NVW to give it a go.

NVW IS A GREAT OPPORTUNITY

You can use the Week to benefit your group by holding a fun, social event, that, if well publicised, could attract new members.

ENCOURAGE HEALTHY EATING

Vegetarian food can be healthier for you if you eat a well balanced diet. It offers a great starting point for looking at nutrition & healthy eating in more detail.

ENCOURAGE DIVERSITY

Wouldn’t life be boring if we were all the same? By taking part in NVW you are encouraging people to explore new ideas and make up their own mind.

Get Your Event Noticed

Local events and groups can often be of interest to local press, so why not write and let them know it’s NVW as well as mentioning your event & group.

To give you some help we’ve created a ‘Letter Writing Guide’ that will give you tips on getting **YOUR** event and **YOUR** group in the local press.

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



So how can you help celebrate NVW?

Ways to get involved

- ~ Hold an information stall, perhaps with samples of veggie products - this could be in your local library, supermarket, market hall or community centre.
- ~ Does your group have a website? If the answer is yes then 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 & wine, especially those who might not normally try it, and to boot, it can be a great social event. Why not try asking a local restaurant or pub if you can host it there?
- ~ Encourage local businesses & libraries to get involved (see our business pack) and remind them they can get free publicity on our events diary.
- ~ Hold a veggie art competition - this is a great way to get kids involved, and for the adults why not have a vegetarian cooking competition?



- ~ Get together for a veggie meal, perhaps with each group member making one dish to share.
- ~ Produce a display on a particular aspect of vegetarianism, such as the history of vegetarianism in the UK, the environmental benefits of a veggie diet, nutritional information or perhaps the links between various world religions and vegetarianism.
- ~ Invite a vegetarian to talk to your group about their reasons for being veggie, or hold a debate to discuss the issues.
- ~ Produce a veggie guide to your local area. This doesn't have to be elaborate, just a list on your website or a photocopied sheet will be helpful for visitors, new veggies or vegetarians new to the area.



How we can help

- ~ Order all your NVW print requirements (posters, banners, leaflets etc) through our online form, or call us, and remember everything is free!
- ~ Order further Vegetarian Society leaflets; we have an extensive selection of information booklets on everything from veggie babies and recipes to the environment. 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: Download the NVW banner and post interesting 'veggie facts' which can be found on our NVW webpages.
- ~ Tell us about your event and we'll promote it on our NVW events diary and e-newsletters. Just fill in the online form.
- ~ Visit our website for literally hundreds of vegetarian recipes.
- ~ If you're holding an event or manning a stall then contact us for NVW t-shirts.
- ~ Use the NVW logo at events by requesting the NVW logo agreement from us. This will give you ideas on how to use the logo effectively.



Contact Us:

General enquiries and requests to use the NVW logo to Vicky Alderton; vicky@vegsoc.org

Interested in food samples for your event?
Enquiries to Graham Drummond; graham@vegsoc.org

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 country 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