



**PRESS RELEASE  
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### **San Francisco-based VegNews Magazine Celebrates 5 years with a Fun and Food-filled Anniversary Bash**

**SAN FRANCISCO**—On Friday, August 5, VegNews Magazine celebrates five years in publication with an anniversary bash at its ocean-front headquarters in San Francisco's Sunset District.

From its 2000 debut as a 24-page tabloid-size newspaper with a budget of just \$5000, VegNews has grown into an award-winning, full-color magazine read by more than 150,000 people in 35 countries. A true independent publishing success story, VegNews is a favorite read among vegetarians and omnivores everywhere.

"VegNews is one of those independent titles that magazine junkies like me can't resist," says Richard Landry, Executive Director of the Independent Press Association. "It's beautiful, stylish, witty, and important, all at the same time. No wonder it has thrived. VegNews is an example of independent publishing at its best."

**To celebrate the anniversary, guests will be treated to a delicious vegetarian Mediterranean mezze buffet, ample organic wine and juices, and a decadent vegan Triple Chocolate Fudge Cake with Raspberries and White Chocolate Buttercream made by Allison's Gourmet. Local ice cream shop Maggie Mudd will be serving scoops of their most popular soy ice cream flavors from an old-fashioned cart, and Sun Flour Baking Company will be giving away jumbo vegan cookies to guests as they depart.**

Tickets are *free* to VegNews subscribers and \$25 to everyone else. **Although still open to the press, the event is completely sold-out with a confirmed guest list of 200.** The party will be held from 4pm to 8pm at 3620 Wawona Street.

Event sponsors include Allison's Gourmet, Bambu Home, Frey Vineyards, Izze Beverage Company, Maggie Mudd, Sun Flour Baking Company and Trinity Springs Water.

The July/August 2005 edition of VegNews honors the magazine's anniversary with a compelling interview with music sensation, Moby. Also featured are the best of vegetarian opinions, interviews, politics, lifestyle, food and travel from VegNews' first five years.

#### **About VegNews Magazine**

VegNews (vegnews.com), **America's premier vegetarian lifestyle magazine**, has a readership of more than 150,000 and is read around the world. Each issue is filled with the latest in vegetarian news, global events, tantalizing recipes, nutrition updates, hot new veg products, must-read books, celebrity buzz and even vegetarian weddings. Nominated for "Best Design" in the 2004 Utne Independent Press Awards and the featured publication in the 2006 Quark Xpress software ad campaign, the magazine is headquartered in San Francisco and has been published since 2000. VegNews is widely available on newsstands nationwide and can be found at Whole Foods, Borders, Barnes & Noble, Rainbow Grocery, Real Foods and dozens of independent natural food and book stores in San Francisco.