

PRESS RELEASE
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San Francisco-based VegNews Magazine Celebrates 8th Anniversary with Music Issue Launch Party



SAN FRANCISCO—On Thursday, June 26, VegNews Magazine is pulling out all the stops for its first-ever issue launch party in celebration of its 8th Anniversary and hot-off-the-press July+August Music Edition. The 200+ guests will revel in delicious vegan nibbles, fabulous live music by Lavay Smith & Her Red Hot Skillet Lickers, organic cocktails, a sumptuous dessert buffet, and a veggie-product-packed silent auction unlike any other. All proceeds will benefit the Humane California campaign.

Held at the Electric Works Gallery in San Francisco's SOMA district, hors d'oeuvres will be provided by Millennium, Herbivore, The Usual Suspects Café, and Google's Slice restaurant, all vegetarian hotspots in the Bay Area. **Libations include the "VegNews Rock 'n' Roll Martini," the magazine's signature cocktail made with organic pineapple and raspberry juice, vodka, and a hint of lemon.** The dessert buffet will feature mini vegan cupcakes and macarons from the music-themed Sugar Beat Sweets.

And just when you think the party can't be topped, a sizzling silent auction will offer up the crème de la crème of veg-friendly prize items, including:

- ❖ Lunch with VP candidate and local green luminary, Matt Gonzalez, at Greens Restaurant
- ❖ Gorgeous leatherette handbag from Matt & Nat packed with cruelty-free makeup by Urban Decay
- ❖ \$250 vegan dessert basket from Allison's Gourmet artisan bakery
- ❖ Green cleaning package with eco-friendly housecleaning and an array of products by Method
- ❖ Private cooking class with local vegan chef, Jesse Miner

Tickets are \$15 for VegNews subscribers and \$25 for everyone else. They can be purchased at VegNews.com/party.

The July+August edition features interviews with 50+ veg musicians (including Erykah Badu, Joan Jett, and Moby), the 1st annual Veg Bloggy Awards, a summer-concert roadtrip, a vegan ice cream taste test, cooling Mediterranean desserts, and much more. The magazine will be available on newsstands everywhere July 1 and at the issue launch party.

With the July+August issue, VegNews celebrates eight years of publishing. From its 2000 debut as a 24-page tabloid-size newspaper with a budget of just \$5,000, the publication has grown into an award-winning, full-color magazine read by more than 180,000 people in 36 countries. A true independent publishing success story, VegNews is a favorite read among vegetarians and omnivores everywhere. The *Chicago Tribune* named VegNews one of the top 50 magazines in the US (#18), and *The New York Times* calls it "a glossy magazine that is a mix of *People* and *Real Simple* for the meatless set." Its headquarters are located near Ocean Beach in San Francisco's Sunset district.