

VegNews

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VegNews.com, the world's most comprehensive vegetarian website, launches to kick-off holiday season



Just in time to celebrate the holidays in swanky cruelty-free style, the creators of VegNews Magazine—America's premier vegetarian lifestyle publication—have announced the launch of the world's most comprehensive veg website: **VegNews.com**. After more than a year in the making, the website is packed with thousands of kitchen-tested recipes, daily news, featurettes, giveaways, veggie job postings, global events, videos, weekly polls, a vegan boutique, and much more.

Need a fail-proof recipe for vegan Mac 'n' Cheese? We have one that may make you swear off the butter-cream-cheese version forever. Looking for a job that fulfills both your pocketbook and principles? Our job boards are chock-full of excellent opportunities, from animal-welfare attorneys to assistant chocolatiers. Want to watch a three-minute cooking demo on dairy-free chocolate truffles? Superstar chef and best-selling cookbook author Ani Phyo shows you how it's done on VegNews TV.

"VegNews.com fills a much-needed void for vegetarians worldwide, providing resources, recipes, entertainment, and a sense of community to anyone interested in the veg lifestyle," says VegNews' Publisher, Joseph Connelly. "Vegetarians have been waiting a long time for a site this comprehensive."

VegNews.com visitors are raving about the trio of wildly popular blogs. **Café VegNews** chronicles the daily staff lunch at VN's San Francisco headquarters and recently won an award for "Best Blog" in the 2008 Eddie Awards. **Press Pass** features the after-hours adventures of VegNews editors, from exclusive media events to fabulous charity galas to exotic getaways. And the newest blog, **This Just In**, provides a sneak peek at today's hottest vegan products. In addition, visitors have a chance to sign up for the **VegNews Recipe Club**, an e-newsletter that delivers a delicious, seasonal, vegan recipe to inboxes everywhere each week.

VegNews.com is also the gateway for the much-anticipated digital edition of the magazine. In high demand by its most environmentally-conscious readers, a complimentary copy of the **Tree-Free Edition** can be experienced by all on the website.

VegNews.com is produced by VegNews Media, America's premier vegetarian lifestyle company. Its flagship property, VegNews Magazine, has a readership of 195,000 and is read in 38 countries. Named "Best Lifestyle Magazine" in 2008, "Best Niche Magazine" in 2007, and one of *Chicago Tribune's* "Best 50 Magazines" (#18) in 2006, the publication has won numerous awards in its eight-year history. Each issue is filled with the latest in vegetarian news, events, recipes, restaurant and product reviews, celebrity buzz, vegetarian weddings, and the annual Veggie Awards. The company is headquartered in San Francisco.

Tours of the website, copies of the magazine, interviews with VN editors, and images are all available to the press.