



April 18, 2011

Dear VegNews Community,

We screwed up.

With regard to our use of symbolic imagery in VegNews, our readers got it right. We wholeheartedly apologize. We assure you that we will never again use non-vegan photographs in VegNews.

Here's our commitment to you:

- Recipes in VegNews will be represented only by custom vegan photography. Count on it.
- All stock images used in the magazine and website will be vegan. We will make sure so that you can be sure.
- VegNews will build and host a vegan photo bank to assure the availability of vegan stock images. Look for details in the coming days.

We thank everyone for the invaluable feedback on this critical issue. We exist only to serve you and the vegan cause, and are grateful that you care so passionately about our work. The VegNews team is committed to restoring the trust we have earned for eleven years.

Together, let's build a compassionate future.

With gratitude,

Joseph Connelly, Publisher
Colleen Holland, Associate Publisher
Sutton Long, Art Director
Elizabeth Castoria, Managing Editor

P.S. Should you have any questions or ideas, we'd love to hear from you. Please contact us at feedback@vegnews.com or 415-642-6397, x102.