

Don't wait another year or even another day to make the single most important resolution of your life. Put this at the top of your list: **Go vegan!** No other single step will make you feel better, reduce your risk of debilitating diseases, and help save thousands of animals all at the same time.

Your Number 1

New Year's Resolution

Want to lose weight this year? Going vegan is a proven method of "girth control"—and you won't need to resort

to counting calories. Want to see a healthy new you? Eliminate meat and dairy foods from your diet, and you'll cut your risk of heart disease, cancer, diabetes, obesity, and other health problems.

Want to stop needless animal suffering? Then don't support an industry that crams chickens into wire cages where they can't even stretch a wing and cuts the hooves off terrified, conscious cows (yes, it really happens).

These tried-and-true tips will help you get started and make this the one resolution you'll want to keep—for life.



We're Here to Help!

Visit GoVeg.com for a free vegetarian starter kit packed full of recipes, easy alternatives to animal products, and tips that will help you make the switch. For vegan cookbooks and mail-order eats, check out PETAMall.com.

Miss Black USA Elizabeth Muto promotes *whirled peas*—and carrots and tofu—as part of her pro-vegetarian platform.



Photo: Dan Price. Hair and makeup: Kay Matthews.



5 Easy Steps

1 "Veg up" meals that you already eat. Think of three or four recipes that you prepare regularly that can easily be made meat-free. For example, keep your favorite chili recipe—just replace the beef with beans or a meat substitute such as Boca Ground Burger or Gimme Lean Ground Beef Style. Spicy marinara or roasted garlic pasta sauce can sub for meat sauce in pasta dishes, and pizza can be made with soy cheese or even no cheese (loaded with sauce and roasted vegetables instead).



4 Move beyond milk. Alternatives to cow's milk are as close as the

supermarket dairy case: Look for Silk's Plain and Vanilla soy milks, Coffee SoyLatte, Hazelnut Creamer, and other products. Silk also makes cultured soy "yogurt," in luscious flavors like Key Lime and Black Cherry. Other options include soy "cheeses" and "sour cream," Tofutti Better Than Cream Cheese, and Soy Delicious Purely Decadent pints in tempting flavors like Cherry Nirvana, Praline Pecan, and Cookie Avalanche.

2 Plan a Saturday shopping spree—at the local health food store. You'll find row after row of wonderful products that you probably never knew existed: mock meats, microwave entrées such as Yves Veggie Cuisine's Santa Fe Veggie Beef or Amy's Asian Noodle Stir Fry, egg replacers, seasoning mixes for Sunday morning tofu "scrambles"—even "junk food" like veggie jerky and Newman-O's cookies. Pick a few products that sound good to you. On your next visit, try a few more.

3 Fake it—with mock meats.

Even die-hard carnivores are amazed by the taste and texture of today's "fooled you" fakes—from "beefy" Original Vegan Boca Burgers and Lightlife Smart Dogs to Gardenburger Riblets, dripping with tangy barbecue sauce. Health food stores also carry meat-free deli slices, Worthington Foods' tuna-friendly Tuno, soy sausages and "bacon," White Wave's Chicken Style Wheat Meat, and other meat imposters. Try different brands to decide which one is your favorite.



5 Reward yourself. At the start of the first week, buy a vegetarian cookbook such as *The PETA Celebrity Cookbook* or *How It All Vegan!* (both are available from PETACatalog.com) and try out some tasty new recipes.

At the end of the week, treat yourself to a delicious vegan meal at a local restaurant. Ethnic restaurants usually offer a variety of dishes—from pad Thai with tofu and black bean burritos to spicy samosas and chana masala—so this is a great way to try new foods. Think of other incentives—such as signing up for a vegan cooking class—if you need a little extra motivation



Susan Rayfield/PETA

Providing for the Animals Future and Yours With an Annuity

How can you support PETA's vital work now while securing for yourself a **reliable** and **regular** income for the rest of your life? PETA's **charitable gift annuity program!**

In exchange for your gift of \$5,000 or more, PETA will pay you and/or your designated recipient **fixed payments each year for life**. In addition, you can take advantage of significant **tax benefits**—such as an immediate federal income-tax deduction and, if you make a gift of appreciated property, possible capital gains tax savings.

For more information on the various types of annuities offered by PETA, please call Tim Enstice, planned gifts manager, at 757-622-7382, extension 1610.

Annuity Example 70-year-old donor

Amount	\$10,000
Payment Rate	6.5%
Annuity Payment	\$650.00
Tax Deduction	\$3,686.40

Annuity Example 40-year-old donor, payments starting at age 65

Amount	\$10,000
Payment Rate	20.1%
Annuity Payment	\$2010.00
Tax Deduction	\$3,551.40

Examples based on gifts made November 2003. Actual arrangements may vary. This is not legal advice. Please consult your financial advisor before purchasing annuity or other investments.



Be a Vegan Recruiter

Are you already vegan? Then do a "New Year's Resolution Swap." Ask friends and family to take a 30-day "veg pledge" in exchange for something equivalent, such as promising to wash their car or run errands for them.