



An Annual Celebration of Vegetarian Dining in Brooklyn

News Release
FOR IMMEDIATE RELEASE

LEAVNG BROOKLYN TO FIND GREAT VEGETARIAN FARE? FUHGEDDABOUTIT! The 2nd Annual BKLYN Goes Veg! Vegetarian Restaurant Week is Back!

Brooklyn, NY (September 19, 2008) – From October 19 to the 25th, vegetarians in Brooklyn and beyond can finally get down with their own Restaurant Week. October is Vegetarian Awareness Month, and as restaurants, vegetarian organizations, and activists gear up around the country to promote awareness of plant-based diets, Brooklyn is offering 7 days to find out why eating “veg” now has never been so good.

Created by Melissa Danielle, founder of Hol-Life Industries, LLC, an holistic lifestyle umbrella, BKLYN Goes Veg! aims to dispel the myths that vegetarian food is unappealing to both the palate and the eye. This year’s restaurant lineup includes Bushbaby Coffee & Tea, Ft. Greene Supper Club, Jill’s Café, Mighty Diamond, Papacitos Brooklyn – Mexican Street Food and Beer Garden, Red Bamboo Brooklyn, and VeggieBrothers.com. These restaurants offer a diverse mix of plant-based fare, from American comfort food to Soul food to traditional Mexican fare to health-supportive raw vegan cuisine.

Everyone, from the “I’ll eat anything as long as it looks good” omnivore to the “I don’t eat anything that had a mother” vegan is encouraged to check out Brooklyn’s vegetarian dining scene. “You don’t have to be vegetarian to eat vegetarian food,” says BKLYN Goes Veg! creator Melissa Danielle. “While there are plenty of health, spiritual, environmental, and ethical reasons to maintain a plant-based diet, BKLYN Goes Veg! is about highlighting the best of vegetarian food – in Brooklyn. But, there’s always room to learn about the benefits of being vegetarian and I encourage everyone to discover for themselves if plant-based diets and ethical living is right for them.”

Additions to BKLYN Goes Veg! this year is a new logo and a newly designed website, complete with an interactive Google™ Map that plots the locations of participating restaurants. A restaurant week guide is also in the works, and, along with restaurant profiles will offer tips on sustaining plant-based diets in Brooklyn. Participating restaurants will unveil their prix fixe menu specials in a couple of weeks. View the new website by visiting <http://BKLYNGoesVeg.com>. Interested restaurants can still sign up for free by visiting the BKLYN Goes Veg! website. Advertising on the website and in the print guide is also available.

Hol-Life Industries, LLC creates experiential event and information products around plant-based nutrition, Kundalini Yoga, and holistic living. Information about Hol-Life Industries, LLC can be found by visiting <http://www.Hol-Life.com>.

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For more information on BKLYN Goes Veg! including advertising opportunities, restaurant sign-up, and interviews, please contact Melissa Danielle at 347 241 5058 or email her at bklyngoesveg@melissamail.net.

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