

OFFICE OF THE MAYOR/CITY OF DALLAS



# Proclamation

**WHEREAS**, The Great American Meatout is the largest grassroots diet education campaign for vegetarianism and was created by the Farm Animal Reform Movement (FARM) in 1985; and

**WHEREAS**, Meatout is an international observance helping to expose the public to the joys and benefits of a plant-based diet, while promoting the availability and selection alternatives to meat and dairy in mainstream grocery stores, restaurants, and catering operations; and

**WHEREAS**, a wholesome diet of vegetables, fresh fruits, and whole grains promotes health and reduces the risk of heart disease, stroke, cancer, diabetes, and other chronic diseases that affect 1.3 million Americans annually; and

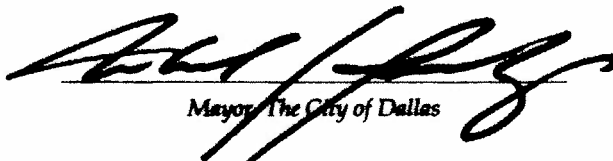
**WHEREAS**, on March 20, the first day of spring, thousands of caring people in all 50 U.S. states and two dozen other countries encourage their friends, families, and communities to "kick the meat habit" and explore a plant-based diet; and

**WHEREAS**, on the occasion of the 30th annual observance of the Great American Meatout, dedicated Texas Meatout volunteers will educate the public on the benefits of a plant-based diet, promote wellness and encourage their neighbors to explore such a diet lifestyle.

**NOW THEREFORE, I, MICHAEL S. RAWLINGS**, mayor of the City of Dallas, and on behalf of the Dallas City Council do hereby proclaim March 20, 2014, as

## GREAT AMERICAN MEATOUT DAY

in Dallas, Texas.

  
Mayor, The City of Dallas

