

THE AMERICAN VEGAN CENTER

Opening Spring/Summer 2021



Old City Philadelphia will soon feature a storefront office of the American Vegan Society (AVS). It will serve as a visitors' center showcasing area vegan food options and promoting the history and value of veganism, including walking tours of notable veg-history sites throughout the neighborhood.

The unparalleled 60-year track record of AVS in popularizing veganism will be combined with the on-site presence of Vance Lehmkuhl, a longtime vegan historian/journalist. The American Vegan Center (AVC) will serve international tourists as well as Philly vegans and the general public. The center will promote healthy, sustainable vegan lifestyles by hosting educational presentations by chefs, doctors, scholars, authors, and others.

The fully formed AVC (targeting Nov. 2021) will boast a social center and events space. Look for book signings, films, multimedia history presentations, and cooking demos. Philly Vegan Day, the Great American Meatout, Vegan Cheesesteak Day, etc. will be celebrated on site. Information on vegan food spots and vegan tourism will be offered by a well-informed receptionist. Prominent signage will track and promote vegan-oriented events and food specials throughout the city on an ongoing basis.

Prior to the time when it is advisable to hold live indoor events, the AVC will take social-distancing precautions with the front room open for sale of books, magazines, T-shirts, postcards, brochures, goodies, etc. While that is being set up the location will be open as a walk-up info window for travelers and interested residents.

Situated on a quaint corner in a sunny, verdant area near SEPTA bus and subway stations, the AVC is less than a block from where the US vegetarian movement launched in 1817. In the other direction is the home of the person who introduced tofu to America: Benjamin Franklin. And it's Front Street that Jay Dinshah later stood on, deciding and vowing to become vegan, which he did, founding AVS and kickstarting the US vegan movement that continues to grow today.

Serving both visitors and the local community with a consistent focus on all aspects of vegan living, the American Vegan Center could become a nationally known attraction in itself.



Contact: American Vegan Society

Phone 856-694-2887

vance@americanvegan.org