

## CELEBRATE THE PHILLY BIRTH OF US VEGETARIANISM WITH TOFURKY FOUNDER

*Day of events at American Vegan Center marks 205<sup>th</sup> anniversary*

On **June 15, 1817**, a group of committed vegetarians arrived in Philadelphia to begin spreading the “good word” about a meatless lifestyle. They set up shop at No. 10 Front Street, which is just a few steps from 17 N. 2<sup>nd</sup> Street, the location of the **American Vegan Center (AVC)**.

On **Wednesday, June 15, 2022**, the AVC will mark the 205<sup>th</sup> anniversary of this milestone with a day of special events, and making it even more special is guest **Seth Tibbott**, the creator of **Tofurky**.



**Noon** – A proclamation of Philadelphia as the official birthplace of US vegetarianism will be read at the front steps of the AVC. (Free)

**1:00pm** – A special-edition veg history walking tour by AVC Director Vance Lehmkuhl is offered to the public, with Seth Tibbott as guest. Given Mr. Tibbott’s expertise in the subject he may also turn into a guest lecturer! A quiz following the tour will win one attendee a free Tofurky courtesy of Mr. Tibbott. (\$23.00 / \$12.00 Student)

**3:00pm** – The AVC, a satellite office of the **American Vegan Society**, opens its own temporary outpost across 2<sup>nd</sup> Street at the Christ Church Farmer’s Market. Lehmkuhl will create customized veg history cartoons. Seth Tibbott will greet the public, sign books, and share new vegan-sector innovations with the help of surprise guests.

**7:00pm** – Seth Tibbott and Vance Lehmkuhl will tag-team a unique presentation on veg history, with Lehmkuhl concentrating on the early days of the Philadelphia-centered US vegetarian movement, and Tibbott carrying the thread forward to the present in the development of plant-based meat products. At this event, Tibbott will announce a new Tofurky initiative that could be a game-changer for food institutions everywhere.

The AVC serves both visitors and the local community with information on all aspects of vegan living. It was opened in September by the American Vegan Society, a 501(c)(3) nonprofit that is the longest-running vegan organization in the United States.

Philadelphia has both a well-established historic tourism sector and a diverse, nationally renowned vegan food scene. The American Vegan Center brings these aspects together in an exciting, distinctive way. Ultimately, AVC’s mission is to make eating vegan, and going vegan, easier and more accessible to all.

### CONTACT:

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Tour Tickets and More Info: [www.americanvegan.org](http://www.americanvegan.org)

