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Michiana VegFest Invites Public to Explore Vegan Lifestyle

The Michiana VegFest, an annual festival promoting plant-based eating, to offer information, food tasting, and more

SOUTH BEND, Indiana – (March 19, 2018) – Across the country and around the globe, veganism is beginning to take center stage as a major movement. The vegan movement is one that is exploding, with everyone from celebrities to chefs to health professionals adopting the lifestyle. Michiana VegFest 2018, the region’s first vegfest, will give people an opportunity to explore the vegan lifestyle, including the many benefits of living vegan, and how they can make the transition. The free event, open to everyone, will be held March 25, 2018, from 11:00 a.m. to 4:00 p.m. in the Downes Ballroom, inside the Corbett Family Hall, on the Notre Dame campus.

“We are excited to invite the public to come learn more about vegan living, including the many reasons to opt for vegan food, and to be able to taste just how delicious it can be,” explained members of the Michiana VegFest team. “This is going to be a great event for all those who want to learn more about plant-based eating and the benefits of a vegan lifestyle as well as those who are already vegan. It is a low-pressure way for people to learn more about what they can do to help the animals, the environment, and their own health. Plus, it’s a lot of fun to walk around and try the different foods.”

Vegan Michiana, one of the sponsors of the event, has been operating for over two years to organize events in the area to introduce residents to plant-based eating. Its organizer notes that, “It has been great to see growth in interest for the vegan lifestyle over the last few years, along with the greater availability of plant-based foods. Transitioning to a plant-based diet is widely recognized as the goal for us all. It is time that Michiana joined the larger movement and Michiana VegFest 2018 should put us on the map!”

Attendees to the Michiana VegFest can learn about the issues surrounding a vegan lifestyle, including the opportunity to live according to compassionate values, the environmental benefits and health benefits, and interconnected social justice matters.

The event will feature over 40 vendors, including:

- Free vegan food samples. Taste how delicious vegan food can be and find out where you can get products locally.
- Cooking demonstrations by plant-based chefs, including on vegan paella, techniques for vegan cooking, lose the fat/keep the flavor, vegan seafood, and dairy substitutes.

- Presentations on vegan living by well-known authors, focusing on thriving as a vegan, how popular culture shapes our food choices, heart disease prevention, personal and planetary health, and more.
- Special activities for kids, including face painting, crafts, toys, and a vegan mac and cheese cooking demo by a teen vegan chef.

Many people are aware of the health benefits that can result from eating a whole foods plant based diet, with research pointing to the fact that it helps reduce risks of cardiovascular disease, some cancers, and diabetes. There are additional important reasons to reach for plant-based foods over the standard animal-based fare. Most consumers are against animal cruelty yet have a disconnection when it comes to their food, as they continue to support it with nearly every meal choice they make.

In addition to animal cruelty factors and widening our circle of compassion, the Michiana VegFest will help to introduce people to the environmental and social injustice issues associated with the meat industry. The reliance on animal foods uses an inordinate amount of the planet's resources such as fresh water, food and land, jeopardizing these resources for future generations. It contributes to habitat destruction, species extinction, and global warming. Factory farming exploits immigrant labor and has a disproportionate effect on the health of poor and minority populations.

The Michiana VegFest is made possible by a group of dedicated volunteers who have been working to make it a reality. It is being sponsored by the University of Notre Dame, VegFund, The Pollination Project, Hofferth Chiropractic Center, Vegan Michiana, Ornish Lifestyle Medicine, Beacon Health Systems, and Lexus of Mishawaka. For a complete event schedule visit the site at: <http://michianavegfest.com>

About Michiana VegFest

Michiana VegFest 2018 is a vegan lifestyle festival taking place on the Notre Dame campus. The festival is to promote the benefits of a vegan, plant-based lifestyle, which include animals, environment, health, and social justice issues. The free event will feature vegan cooking demonstrations, food sampling, vendors, activities, and more. For more information and to see a full event schedule of activities, visit the site at: <http://michianavegfest.com>.