



VEGETARIAN POETRY WINS HEARTS AND DINNER AT L.A.B. RESTAURANT IN SUPPORT OF MEATLESS MONDAYS

-Veggie-Valentine-themed poetry contest awards top prize to Toronto's Christina Avery Clark-

TORONTO (February 9, 2011) – What do you get when you combine vegetarians and poetry? A poetry contest that will make your heart skip a beat! This Feb. 14, the Toronto Vegetarian Society teams up with L.A.B (Live and Breathe) restaurant to celebrate Veggie Valentine's Day in collaboration with Meatless Mondays. Vegetable-eating aficionados were invited to win a vegetarian Valentine's dinner for two at L.A.B. restaurant by signing up for Meatless Mondays and submitting an original poem in celebration of all things veg.

The numerous entries received illustrate the enthusiasm that is growing around the Meatless Mondays campaign. Winner, Christina Avery Clark, wowed judges with her original poem, conveying her love of veganism and her Valentine. Clark captured the true spirit of Meatless Mondays by expressing "My Valentine's wish is for change to come fast, compassion to spread and our message to last". This wish reflects that of the Toronto Vegetarian Association as they campaign for Torontonians to join Veggie Valentine's and further their support by joining Meatless Mondays.

Though meat options are normally available on the standard L.A.B. restaurant menu, award-winning Chef Howard Drubovsky adopts a heart-healthy approach; celebrating Valentine's Day this year with a vegetarian focus. Cosmopolitan couples can enjoy cruelty-free fare with their valentine, while fulfilling their passion for animals, their health and the environment. There are two seating times at 7pm and 9pm. Reservations can be made at labrestaurant.com

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Meatless Mondays Canada is a national campaign coordinated by the Toronto Vegetarian Association, Earthsave Canada and Lundi sans Viande. It is supported by passionate individuals from coast to coast. The goal is to create awareness around Meatless Mondays. The campaign aims to make Canada a world leader in providing healthy, sustainable, cruelty-free food to its citizens. For more information visit meatlessmondays.ca

TVA is a diverse community of individuals who are passionate about healthy eating, sustainable living and compassion for animals. For more than 60 years, TVA has been Toronto's go-to resource for all things vegetarian. Its web site, Veg.ca is Toronto's most comprehensive online vegetarian resource attracting 1000 unique visitors per day. TVA provides vital information through its annual Vegetarian Food Fair, a walk-in resource centre and a vegetarian business directory. To learn more about TVA and membership opportunities, visit veg.ca

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