



Grassroots Artists Movement (G.A.M.E)
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www.BlackVegfest.org

February 26, 2020

Grassroots Artists Movement (G.A.M.E), Inc. is bringing Black VegFest -BRONX 2020 to Mitchell Community Center in the South Bronx on April 18th from 11am-5pm. We are requesting \$1,000 towards our 2nd Annual vegan festival in the Bronx. G.A.M.E, Inc. is a 19-year-old 501c3 not-for-profit organization with a history of creating event projects and programs designed to empower working class communities of color.

Our first Black VegFest of 2018 surprised many in delivering on its promise to bring healthier and more compassionate food to the neighborhood of Bedford-Stuyvesant. We brought 2000 people to the block of Herkimer St. between Ralph Ave. and Howard Ave. Held on the rainiest day of the year with flash flood warning messages ringing from patron to patron about the impending thunderstorm—a memorable piece of history.

Black VegFest returned in Spring of 2019 to Co-op City and back with our largest festival yet in the Summer at Weeksville Heritage Center in Brooklyn with 6,000 attendees over two days. Last year, we launched our Monthly Senior Food Demonstrations where we teach elders how to prepare delicious healthy vegan meals. We hold the vegan food demos inside of Brooklyn's low-income housing projects, Brevoort Houses and Kingsborough Houses.

Black VegFest aims to address food sovereignty in poor communities of color, women's rights, unhealthy food in our neighborhoods, gender bias, environmental pollution, gentrification, animal suffering among other issues. A part of Black VegFest is educating community through workshop topics geared to explore more critical thoughts about our food system and what kind of society we want to live in. Black VegFest is free and open to the public.

Black VegFest provides the community-at-large with an oasis of information and access to new food choices and healthy lifestyles. Black VegFest connects the community to helpful doctors, nutritionists, fitness experts, authors, local and national activists, artists and their elected officials.

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Our anticipated reach on April 18 is 1000 people. In less than 3 weeks over 450 have signed up with 7 weeks left to go.

Who's Coming to Black VegFest -BRONX 2020

76% Are Attending to Explore New Food Options
55% Are Attending to Build Community
51% Are Neither Vegan or Plant-Based
74% Have Never Attended Black VegFest
74% Identify as Women
70% Identify as Black
34% Do Not Live in NYC
6.7% Do Not Identify as Man or Woman

Black VegFest Lead Organizer Omowale Adewale a vegan of seven years and 27 years meat-free, martial artist who is a champion in boxing and kickboxing. He is the author of [“An Introduction to Veganism and Agricultural Globalism”](#). Omowale is certified in plant-based nutrition through T. Colin Campbell’s nutrition studies program at eCornell. He has been a presenter at numerous vegan and vegetarian events including NYC Vegetarian Food Festival, Texas Vegfest, [Atlanta Vegfest](#), Tampa Bay Vegfest, VegfestUK (London/Bristol), India International Vegan Festival and Health Fest in Marshall, Texas.

[Omowale is an activist with 20 years of experience](#) in event planning and community organizing. His integrity in the vegan movement and connection and familiarity with the landscape of Brooklyn equals a top-notch quality event.

For more information about Black VegFest visit our website at www.blackvegfest.org. You may contact Omowale at 240-516-8750 when you’re ready to discuss details.

Thank you,

Black VegFest
G.A.M.E, Inc.