



July 1st, 2017

San Jose, CA



# Info Packet

The Summer Veg Fest is an annual summer “food” festival that promotes environmentally friendly, ethical lifestyles in today’s changing world.

The CA Summer Veg Fest is a fresh spin on the festival experience where you can shop, play games, win prizes, and eat amazing food but do it all cruelty free. The focus of the event is experience and creating a platform in which attendees can learn, make memories in and experience tales from around our planet that affect us all.

## GENERAL INFO:

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Name: California Summer Veg Fest 2017

Location: Santa Clara County Fairgrounds: 344 Tully rd, San Jose, CA 95111

Time: 11am-7pm

Date: July 1<sup>st</sup>, 2017

Links:

Website: [www.summerveg.com](http://www.summerveg.com),



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**Event Page:** <https://www.facebook.com/events/616541045203194/>

**Facebook Page:** [https://www.facebook.com/Summer-Veg-Fest-1257158317711856/?ref=br\\_rs](https://www.facebook.com/Summer-Veg-Fest-1257158317711856/?ref=br_rs)

**Articles:** <https://www.wildedreams.space/2017/03/07/california-summer-veg-fest-will-make-love-earth/>

## Attractions:

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### Speakers:

Summer Veg Fest features leaders within the industries of plant based eating, environmental reform and wildlife conservation. Our selection of 2017 speakers will feature:

Unofficial Speaker List:

Marine Conservation:

Sea Shepherd

Environmental:

Alliance for Climate Education

Food Security:

Seed the Commons

Politics of Animal Rights:

Clifton Roberts

Food Reform:

United Poultry Concerns

Health:

Robin Fox (Yoga Demo)

Laurie Powell (Benefits of Plant Based Eating)

### Music:

We will have a DJ playing music for our patrons all day long

### Food:

Local Vegan restaurants will prepare cruelty free meals to all patrons. Vendors such as:

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- Southern Fried Vegan
- Veggielution
- Julia's
- Vegetarian House

## Raffle:

Raffle prizes will be given away at 6 times throughout the day. Items will be combinations of locally sourced environmentally friendly products.

## Games:

Our games station will have you playing for tickets while enjoying family fun and big prizes. Games include:

- Basketball
- Mini-golf
- "Angry Birds"
- Trivia wheel
- "Veggie-land"
- Ping Pong Toss
- Corn Hole
- 60 Second Box Flip

## Obstacle Course:

Attendees will enjoy our monstrous 75' inflatable obstacle course as they race each other over and over.

## Movies:

We will be streaming educational documentaries all day.

## Trivia:

4 Times during the day couriers will filter into the crowd and ask attendees questions. Correctly answered questions will be awarded free snacks/swag.

## Decorations:

Summer Veg Fest features unique and interactive decorations. This year's theme is nature around the world. Our decorations immerse attendees in environments such as icy tundra, African savannahs, and the ocean. Decorations will be educational and state facts about nature and the environment which will in turn help them to answer trivia questions for prizes.

## Mascots:

3 mascots will filter through crowd and greet patrons and children. They will also interact and play games.



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## Who is this event for?

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This event is for every type of demographic. We are a family friendly event and have attractions for both children and adults. Summer Veg Fest addresses serious issues such as the health of us as humans as well as the entire planet. We offer an experience of memory creation in that attendees spend time with their loved ones in a one of a kind playground environment while protecting the planet and their own health.

## The Future

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Summer Veg Fest is a annual summer food festival that will be calling San Jose it's home. The event will feature unique themes and experiences every year. Audiences of 10,000 are our first goal as we change what it means to be a vegan food festival. We offer experience, excitement, fun and AMAZING Plant Based Cuisine!