



PLANTPURE
COMMUNITIES

| PlantPureCommunities.org

PRESS ADVISORY

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PlantPure Communities Restaurant Campaign Launch & Press Conference

[New York City, NY] The PlantPure Communities Restaurant Campaign will be launched at a Press Conference being held at P.S. Kitchen in New York City on Nov. 30th at 2:45pm. At the Press Conference, the nonprofit PlantPure Communities (PPC) will be joined by 4-time NBA Champion John Salley, best-selling author Dr. T. Colin Campbell, PhD, and director of the *PlantPure Nation* film Nelson Campbell.

According to the Center for Disease Control, chronic diseases and conditions—such as heart disease, stroke, cancer, type 2 diabetes, obesity, and arthritis—are among the most common, costly, and preventable of all health problems, and more than half of all American adults has at least one of these conditions. The goal of the PPC Restaurant Campaign is for every restaurant, across the nation and the globe, to offer at least one plant-based meal with no oil, on their menu to support the health needs of America's chronically ill population. Restaurants will increase their customer base and Americans will be able to continue to dine out confident that they are not exacerbating their health condition. Already, restaurants in California, New York, Florida and Virginia have made changes to their menu and are participating in the Campaign.

The press and other media influencers are invited to attend the PPC Restaurant Campaign Press Conference, which will offer an overview of the Campaign, how restaurants and advocates can get involved, and what the benefits are for those who participate. PPC reps, and leaders in the Campaign's initial pilot run will be on hand to provide information, answer questions and share success stories.

WHO: PlantPure Communities (PPC)

WHAT: PPC Restaurant Campaign Launch

WHEN: Thursday, Nov. 30 from 2:45pm – 3:45pm EST

WHERE: P.S. Kitchen, 2nd floor, 246 W. 48th St, NYC

For those who cannot attend, PPC will livestream the Press Conference on Facebook at:

www.facebook.com/plantpurecommunities.

PPC's mission is to build stronger, healthier, more sustainable communities by offering programs, resources, tools and knowledge to empower community leaders, activists, and advocates to help educate people about evidence-based nutrition that shows optimal health can be achieved through a plant-based diet. For more information about the PlantPure Communities Restaurant Campaign, check out <http://plantpurecommunities.org/restaurant-campaign/>

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