



**THE HUMANE SOCIETY**  
OF THE UNITED STATES

## Tofurky Tuesdays Receives 865 Consumer Pledges To Eat Meat-Free Once a Week

Virtual Tofurkymobile, Which Charts Progress of Energy Saved By Eating Less Meat,  
Reaches Manhattan in Only Six Weeks

**Hood River, OR** – The makers of the Tofurky® brand meat alternatives and The Humane Society of the United States (HSUS) have teamed up on a new project called "Tofurky Tuesdays." The campaign asks consumers to pledge to eat meat-free once a week, offering a fun and practical way for participants to reduce their impact on global warming, try vegetarian foods and reduce the amount of meat they eat on a weekly basis.

To offer a visual illustration of the amount of energy saved by not eating meat one day a week, Turtle Island Foods introduced the "Tofurkymobile", an imaginary vehicle that can be seen at [www.tofurky.com](http://www.tofurky.com). For each individual who registers for Tofurky Tuesdays, the Tofurkymobile moves 16.5 miles on a virtual road trip around the continental United States. Since starting out in Hood River, Oregon on July 9, 2008, Turtle Island Foods has received 1313 pledges, which moved the Tofurkymobile 21,664 miles, landing in New York City, NY on Friday August 15. The Tofurkymobile moved on from New York, NY to cross the Atlantic Ocean and is now in Cairo, Egypt.

Turtle Island Foods calculated that the amount of greenhouse gas emissions reduced by going meatless just one day a week is equal to the amount released when you drive a car that averages 20 mpg 16.5 miles.

"Originally we were thinking it would take four months for the Tofurkymobile to get to the East Coast of the United States," said Seth Tibbott, CEO of Turtle Island Foods. "The response to Tofurky Tuesdays has exceeded our expectations, and we're thrilled that when presented a feasible means of eating less meat and helping the environment, consumers really do embrace the opportunity."

Please visit [www.tofurky.com](http://www.tofurky.com) for more information on the campaign and how to participate.

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*The Humane Society of the United States is the nation's largest animal protection organization – backed by 10.5 million Americans, or one of every 30. For more than a half-century, The HSUS has been fighting for the protection of all animals through advocacy, education, and hands-on programs. Celebrating animals and confronting cruelty -- On the web at [humanesociety.org](http://humanesociety.org).*

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