



"Tofurkymobile" Wraps World Tour In NY In Time For Thanksgiving

2008 "Tofurky Tuesdays" Campaign Proves A Winner For Environment & Animal Rights

HOOD RIVER, OR. NOVEMBER 19, 2008 – Just in time for Thanksgiving, the "Tofurkymobile" has arrived in New York City after a cyberspace tour of the world that began more than five months ago. The announcement was made today by Seth Tibbott, CEO and founder of Turtle Island Foods, manufacturers of Tofurky® brand meat alternatives.

The Tofurkymobile was powered on its journey by pledges from individuals who promised to go without meat every Tuesday as part of the company's popular new "Tofurky Tuesdays" campaign in conjunction with The Humane Society of the United States. For every pledge received, the Tofurkymobile moved 16.5 miles down the cyber road as a symbolic way of demonstrating the environmental benefits of a meatless diet.



Powered by meatless pledges, the Tofurkymobile has circled the earth in 4.5 months.

The Tofurkymobile started out at the company headquarters in Hood River, Oregon on July 9, 2008 and zigzagged its way across the USA - traveling 13,000 miles in just under five weeks. From there it "drove" east across the Atlantic ocean, through Europe, Northern Africa, the Middle East, Australia, the Pacific Ocean, South America and back to NYC, a journey totaling 50,311 miles fueled by 3,049 individual pledges.

Tallying Up The Numbers

According to Jaime Athos, PhD, Turtle Island's Manager of Environmental Affairs, 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.

Athos estimates that the "Tofurky Tuesdays" campaign has helped reduce approximately 49,548 pounds of CO2 emissions, while also showcasing Americans' increasing awareness of animal rights and the growing number of appealing meat-free options now available to mainstream shoppers.

"The unprecedented surge in grain prices this year has reminded us of the need to examine the impacts of our diets on the fragile ecosystems of the planet," said Seth Tibbott. "By eating meatless, even just one day per week, people can lessen their carbon footprint dramatically. And they don't have to give up great taste or great fun to do it!"

In spite of the down turn in the economy, Turtle Island projects its 2008 revenues will grow by around 20% over last year's record sales. A significant part of the company's growth comes in the fall from the Tofurky Roasts which serve as an alternative to hundreds of thousands of people during the Thanksgiving and Christmas holiday seasons. Last year the company sold 275,634 roasts, an increase of 37% over 2006 sales. The Tofurky family also includes award winning Deli Slices, Sausages, and Franks. "Tofurky" has also been named one of the "Top 50 Brands of 2008" by Advertising Age magazine.

The Humane Society of the United States has licensed the use of its logo on Turtle Island Food's full line of all-vegetarian products—roasts, sausages, franks, tempeh burgers, deli slices, jerky and more.

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