



## **REAL celebrates 5 years in 2016!**

Less than five years ago, internationally acclaimed opera singer, chemical engineer, vegan activist and ovarian cancer survivor, Caryn Hartglass, joined forces with theatre impresario, writer, chef and restaurateur Gary De Mattei. Together they founded Responsible Eating And Living Worldwide, Inc. (REAL), the nonprofit organization to bring imagination and creativity to the very serious subject of how food choices affect our health, the health of nonhuman animals, and the health of the planet. Caryn and Gary launched REAL with the mission to present the truth about food—backed by credible sources, and make it available for free in a wide variety of creative genres:

### ***REAL Radio and Podcasts — It's All About Food Radio Show & Transcription Project***

Our weekly program on The Progressive Radio Network has archived approximately 500 interviews with experts in the healthy, sustainable, plant-based food movement. Most of these programs are transcribed thanks to hundreds of volunteers who have participated in our volunteer transcription program.

### ***REAL Daily Blog — What Vegans Eat***

Over the years Caryn has been approached by many people who have asked the same question, “What do you eat?” Now they can see for themselves. *What Vegans Eat* was started in February 2015 and is literally a daily blog of what she and Gary eat with photos and stories that link to existing recipes and how-to videos they’ve created on the site.

### ***REAL Private Coaching With Caryn***

For those that feel they need individual attention to achieve their healthy eating goals, Caryn is available for private coaching.

### ***REAL Original Recipes***

Caryn and Gary have created over 400 original plant-based recipes, with many that are also gluten-free. Their recipes are not only published on the REAL site ([ResponsibleEatingAndLiving.com](http://ResponsibleEatingAndLiving.com)) but also in books (*Living The Farm Sanctuary Life*) and magazines (*American Vegan Magazine, San Diego Jewish Journal*).

### ***REAL TV***

Over 40 original videos have been filmed, edited and produced by Caryn and Gary including: Food Shows (*REAL American Barbecue, Happy Halloween, Thanksgiving Celebration Feast, It's All About Greens, Transition Kitchen*); News Programs (*Cruelty-free Fashion Show, Soy Story, Chocolate Report, Mayo Wars*) and *REAL Visits* (a travel show).

### ***REAL Live – Guest Speaker, Caryn Hartglass***

Taking our message to the streets, REAL has exhibited at conferences and events across the nation including The Veggie Pride Parade in Manhattan, Take Back Your Health

**RESPONSIBLE EATING AND LIVING WORLDWIDE, INC**

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Conference in Washington, DC, and EarthSave Miami. In addition, over the last 25 years Caryn Hartglass has given lectures, food demos, and presentations in the U.S. and around the world.

***REAL Theatre – The First Vegan Musical!***

*Hartglass & De Mattei: The Swingin’ Gourmets* is a vegan cabaret musical which serves as REAL’s educational component, presenting our mission to live audiences on demand. To find out more or to book the Swingin’ Gourmets for your next function go to [SwinginGourmets.com](http://SwinginGourmets.com).

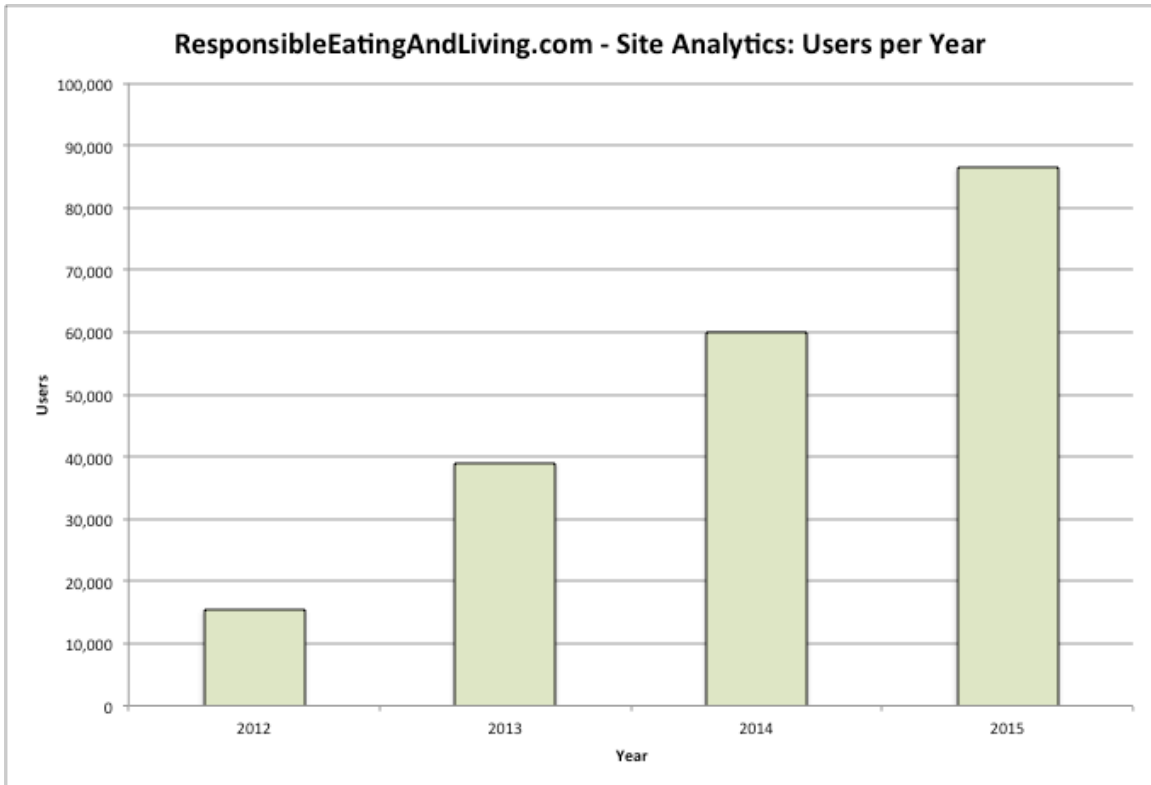
***REAL Documentary Filmmaking***

Our film *The Lone Vegan Preaching to the Fire*, which we produced in 2014, is currently part of the CultureUnplugged.com film festival *Green Unplugged*.

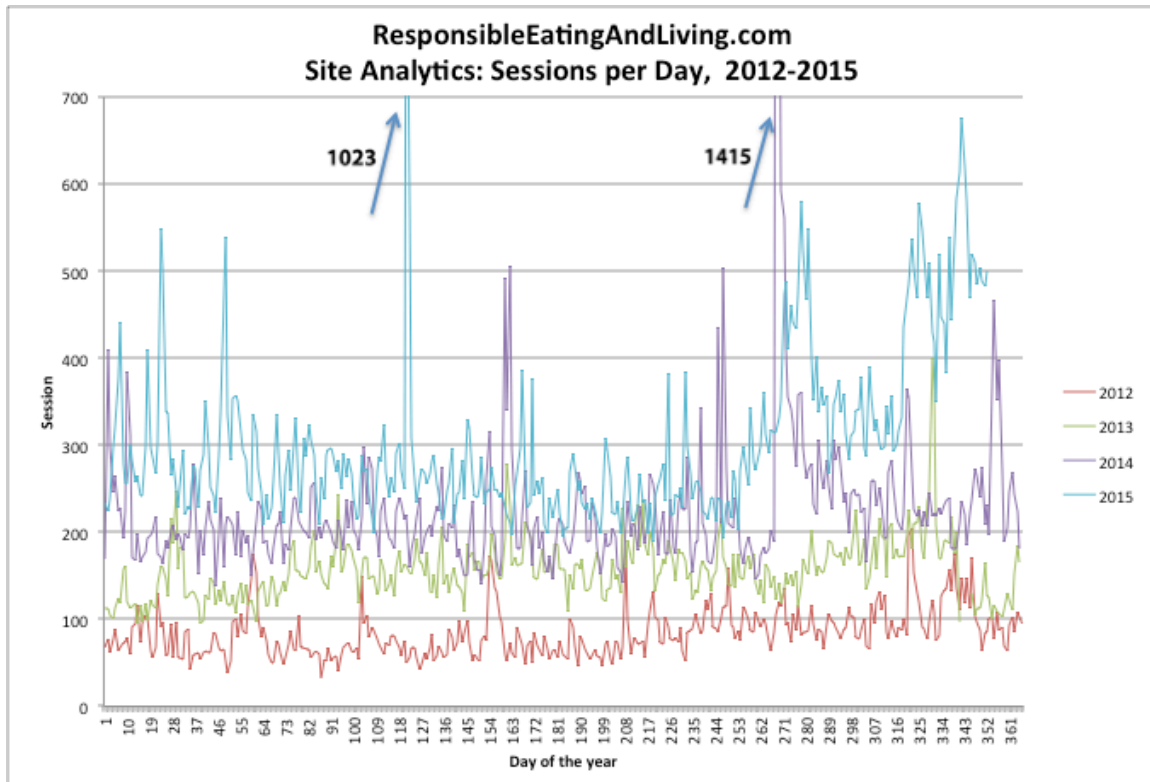
***REAL Results You Can Count On***

In less than 5 years we have built a digital library packed with resources to help people make healthier food and lifestyle choices. We are thrilled to share with you below some of the metrics demonstrating our growth since we first launched the REAL website.

The following chart shows how our audience continues to increase. We have had over 86,000 site users this year!



The next chart depicts how often people have used the REAL site on a daily basis since 2012. Each year shows significant improvement over the one before. We are especially excited to point out that in the last few months, our audience has increased over 50%, a successful result of targeted advertising campaigns.



We are discovering that more and more people are hungry for what we offer at ResponsibleEatingAndLiving.com. We’ve created a wealth of information that people want and need.

Last week in Paris at the Conference of Parties, COP21, 196 nations agreed to a plan to tackle global climate change, “...recognizing that sustainable lifestyles and sustainable patterns of consumption and production, with developed country Parties taking the lead, play an important role in addressing climate change...”

We are inspired that this agreement includes language about food and lifestyle sustainability: this is the core of our organization’s mission. However, at REAL, we know that climate change dialog must include plans to significantly reduce the world’s reliance on animals for food; animal agriculture is a major contributor to global warming and negatively impacts the well-being of all life on Earth. Responsible Eating And Living is poised to assist in the global undertaking of healing our planet with information, programs, and tools that support plant-based diets and sustainable lifestyles.