

8 November 2004

MEDIA RELEASE

BARCLAY STARS IN VEGETARIAN 'DEN'

Rising star Emily Barclay will team up with New Zealand's oldest and most respected animal rights organisation, SAFE, at this year's Grey Lynn Festival to proclaim that vegetarianism is healthy and saves lives.

"The debut of the star of New Zealand's latest internationally acclaimed film *In My Father's Den* has stunned audiences here and overseas. The expected 100,000 festival goers at this year's Auckland's Grey Lynn Festival might also be stunned when served delicious vegetarian food from New Zealand's most upcoming international star," says Amanda Sorrenson, SAFE's Promotions Manager.

Ms Barclay, herself a vegetarian, is spearheading SAFE's campaign to promote vegetarianism by participating on the stall at the festival

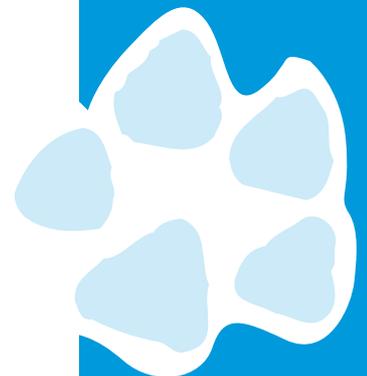
"Being offered delicious vegetarian food would provide a great temptation to go vegetarian if I wasn't already one. The opportunity to promote compassionate living really appeals. Factory farming is an abhorrent practice of animal exploitation. If you were offered a meal that didn't hurt or kill an animal, why wouldn't you choose it? If I can increase the number of meatless meals sold at the festival, well that's a great start," says Ms Barclay.

Proceeds from the stall will fund SAFE's campaign against battery hen farming. Last month SAFE received further celebrity endorsement as part of its 'Chicks against chick cruelty' national billboard campaign involving Nicky Watson, Charlotte Dawson, Aja Rock and Eva the Bulgarian.

"It's an honour to have such a star assist alongside volunteers at the festival. We are proud of Emily for standing up for her beliefs and using her profile positively to influence and inspire fellow New Zealanders," said Ms Sorrenson.

Ms Barclay's will appear at the Auckland Grey Lynn Festival, Top Field (near Main Stage), Grey Lynn Park on Saturday 20 November.

For more information contact:
Amanda Sorrenson, SAFE Promotions Manager, Ph: 09 379 7749.



Level 1 196 Hereford Street
PO Box 13 366
Christchurch, New Zealand
Tel/fax: 03 379 9711
Email: safe@safe.org.nz

PO Box 5750
Wellesley Street
Auckland, New Zealand
Tel/fax: 09 379 7749
Email: auckland@safe.org.nz