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HOTLY DEBATED MEATOUT COLORADO DAY TAKES SURPRISING TURN

Grammy-nominated Artist DJ CAVEM and the Luvin Arms Community Team Up To Offer Free Plant-Based Meals To All Members of National Cattlemen’s Beef Association

Denver, Colo. (March 19, 2021) — After weeks of endless talk-radio banter and exhaustive media analysis, a coalition has formed to dish up something no one expected for MeatOut Colorado Day — free food and a heart-felt serving of unity. Any card-carrying member of the National Cattlemen’s Beef Association who orders a plant-based menu item from any of the Colorado restaurants participating in the 36th annual MeatOut Day on Saturday, March 20, 2021 will be treated to that meal for free. The offer was announced today by a unique collaboration between a notable hip hop artist, a highly respected animal sanctuary and more than 150 restaurants and plant-based businesses.

“Showing compassion on one day in support of the planet, people and animals isn’t about taking down an industry, it’s about building community,” said DJ CAVEM aka Chef Ietef, a Colorado based hip hop artist, chef and food justice advocate who is picking up the tab for those who take up the offer. “After such a hard and intense year for so many, let’s stop yelling about scraps of food, drop the hate, pick up a plate and just enjoy a meal.”

The offer is simple. Any member of the National Cattlemen’s Beef Association who orders a plant-based menu item at any participating restaurant can text “JUSTMEET” to 474747 to get their meal will be reimbursed. [DJ CAVEM released a public service announcement to promote the offer.](#)

“March 20th is a day that we can all come together for the most beautiful reason - compassion for all beings on this planet we all share,” said Shartrina White, Executive Director of Luvin Arms Animal Sanctuary in Erie, Colorado. “It’s time to embrace ahimsa, the belief in nonviolence to all beings in thought, feeling and deed.”

MeatOut Day Colorado Poised For Biggest Year In Nearly Four Decades

The annual MeatOut day in Colorado is poised for a breakout year as interest in plant-based meals and products continues its rapid rise. With 150 restaurants now confirmed to participate in the event, this is the largest ever coalition of businesses to join since the MeatOut movement started back in 1985. Coloradans will be able to find discounts on everything from New York-style pizza to Nepalese cuisine to vegan barbecue and even the best burger in the world as awarded by Happy Cow.

Since MeatOut first launched in 1985, more than 35 million Americans have explored a plant-based diet in efforts to reduce their meat, dairy and egg consumption. In Colorado, then Governor and current U.S. Senator John Hickenlooper was the first to offer an official statewide proclamation celebrating the day 2011, an act current Governor Jared Polis continued when he issued his own proclamation this year.

Cutting meat and other animal products out of one’s diet, even for one day a week, can have a big effect on curbing climate change, not to mention benefits to health and animal welfare. Animal agriculture contributes more greenhouse gas (GHG) emissions than cars, planes, trains and other transportation sources combined — raising livestock contributes to 15% of the total GHG emissions on the planet. A recent study in *The Economist* found we could cut carbon emissions by about two-thirds if two out of our three meals a day were plant-based.

Participating MeatOut Restaurants and Specifics About The “JUSTMEET” Offer:

“The MeatOut event allows restaurants to showcase their great tasting plant-based options while driving awareness of food’s environmental impact,” says Meta Burger spokesperson Matt Coates. [Meta Burger](#) is a plant-based, fast-casual restaurant specializing in innovative burgers, sandwiches and desserts with locations in Denver and Edgewater, Colorado.

A recent study by [Vegan Strong](#) shows that 1 out of 3 Americans believe that we all will be eating meatless by 2039. Health and financial concerns have Americans eating more plant-based. The pandemic has encouraged people to try more plant-based options, with meat-based alternatives experiencing quadruple (454%) growth versus last year at this time. More people are also choosing to reduce their meat intake for financial reasons. The average cost of ground beef was \$4.25 per pound in February while beans cost \$1.45 per pound (U.S. Bureau of Labor Statistics). Simply put, reducing meat is also better for your wallet.

All Coloradoans are welcomed to participate in MeatOut Colorado Day and can find great options and discounts at: www.meatoutcolorado.org.

For members of the National Cattlemen’s Beef Association who would like to take DJ CAVEM up on his offer for a free meal:

- Text “JustMeet” to 474747 to redeem
- Eligible for all current members of the National Cattlemen’s Beef Association - proof of membership is required
- Must also provide proof of a plant-based menu purchase from a MeatOut participating restaurant in the form of a receipt
- Once validated, DJ CAVEM will pick up the tab by reimbursing the cost via Venmo or CashApp
- Limited to \$20 per menu item and \$100 total per receipt

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About Luvin Arms Animal Sanctuary

Luvin Arms is a nonprofit animal sanctuary for abused or neglected farmed animals in Erie, Colorado. Our rescued residents were rescued from horrific situations including abuse and neglect cases, bankrupt farms, and more. Luvin Arms also provides the community with tools, resources, and educational events, designed to help adopt a plant-based lifestyle that is healthier for us and the planet, and more compassionate for the beings that share this world with us.

For more information, please contact:

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