

25 Most Fascinating Vegetarians

VegNews searched high and low, stateside and worldwide, for today's 25 most fascinating vegetarians driving the movement and putting vegetarianism in the spotlight. The veg crème de la crème consists of artists, academics, local activists, big-league musicians, veg personalities and professional athletes who promote the message with every bite and action. Our meat-free all-stars—including cover girl Emily Deschanel—act as conduits for positive change, channeling their passion for vegetarianism and cruelty-free living into heartfelt, philanthropic endeavors, activism and creative ventures. **Zoë Stagg** uncovers stories compelling enough to inspire any herbivore—or omnivore, for that matter—to join the revolution. Or start his or her own.

Brendan Brazier

Age: 32

Home: North Vancouver

Livelihood: Triathlete, Author, Speaker

When you're tired of explaining to the meathead at the gym, for the millionth time, how you can lift just as much as he can on soy-powered fuel, point him toward Ironman triathlete, Brendan Brazier. His meteoric rise to 18th place in Ironman races, and **winning the Canadian National Ultra-Marathon 50k race in 2003 and 2006**, proves this vegan has wings. Unlike a lot of vegans, Brazier's switch to veganism happened gradually. "My motivation was athletic performance. I was simply searching for the best diet to fuel a high-performance lifestyle and support my training and racing. I found it in the form of a plant-based diet." Brazier turned that knowledge into a vegan-fitness empire, creating Vega Whole Food Meal Replacement formula and bars, and authoring the newly released *The Thrive Diet*, full of tips and recipes for budding Ironmen and women. In addition to his busy training schedule, Brazier finds time to advocate plant-based living. On the environmental and the economic tolls of eating meat, Brazier says, "When we bite into food, part of the environment becomes part of us. It's important that we each take responsibility for our health."



Brendan Brazier's plant-based Thrive Diet competes heavily against The Zone, GI Diet, and the South Beach Diet.

Stylist Ginger Burr conducts corporate seminars and community education programs on vegan fashion trends.



Ginger Burr

Age: 50

Home: Lynn, Mass.

Livelihood: Entrepreneur

Perhaps you've got no problem being vegan when it comes to Tofutti Cuties—but if you're still wearing that wooly cardigan, you're not quite there. "There is no such thing as being vegan 'in food only,'" says vegan-style guru Ginger Burr, owner of Total Image Consultants in Boston. Think vegan fashion means a daunting foray into bisque-colored burlap? Not so, says Burr. "When I became vegan, I did it on a four-day vacation. I ate, dressed and shopped exclusively vegan for those four days to see how it felt. It was extremely enlightening, and I never looked back." Burr's expertise isn't limited to the sartorial—she recommends cruelty-free cosmetics and skincare products, and shuns the marketing ploys of "natural" products that harm animals in the production process. "It's a matter of education. Explore on your own and question everything that isn't obvious."

