

Vegetarian media award

Fry's Vegetarian Foods is sponsoring a national media award to motivate and honour journalists who help South Africans learn about the difference adopting more of a vegetarian lifestyle can have on themselves and the planet at large. The awards, launched on 1 October 2010, World Vegetarian Day, close for entries on 31 March 2011 and winners will be announced on 1 May 2011.

These awards aim to encourage and award print and online journalists who provide responsible, accurate and relevant information to consumers about the various benefits of adopting more of a vegetarian lifestyle even for only one day or one meal a week. Journalists are permitted to submit more than one article or ent

The prizes are an all-expenses paid two night stay for two at the five star Nambiti Plains Private Game Lod in KwaZulu-Natal valued at R13 200 for the winner, a second prize of R4 000 cash and a third prize of R1 000 cash.

The competition is open to all print and online general/consumer/food/health journalists writing for daily newspapers, magazines, newsletters and Internet web sites, as well as journalists writing for health, retail, agricultural and medical trade publications are eligible to enter. This includes freelance journalists writing for publications or web sites.

"We believe that involving the media in highlighting the many ways in which adopting more of a vegetarian lifestyle can help individuals, animals and the planet as a whole is a huge step towards further educating South Africans about the merits of decreasing the consumption of meat in their diets. We believe that motivating the media to focus more on these issues will better equip all South Africans with the appropriate facts," says Wally Fry owner of Fry Group Foods, founded in 1992.

Download the [entry form](#) and [view the rules](#).