



Hemp for Health and Sustainability

www.HempHistoryWeek.com

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UCLA Sustainability to Host Panel Discussion on 'Hemp History Week' and the Case for Hemp Farming on March 29 at Broad Art Center

Leading Vegan Nutrition Expert and Business Leaders to Discuss Environmental and Health Benefits of Industrial Hemp in Relation to New CA Hemp Farming Bill SB 676

LOS ANGELES, CA – On Tuesday, March 29 from 7pm-9pm, UCLA Sustainability will host a panel discussion at the Broad Art Center entitled, *'Hemp for Performance, Profit and the Planet: Elite Athletes and Business Leaders Make the Case for Industrial Hemp Farming.'* The California legislature is currently debating SB-676, which would allow the return of industrial hemp farming to the state. In this dynamic discussion, Brendan Brazier (Ironman triathlete, formulator of VEGA, best-selling author and plant-based nutrition expert); John Roulac (Founder and CEO of leading natural foods brand Nutiva); and Steve Levine (President of the Hemp Industries Association) will examine the role that hemp can play in creating a healthy future.

'Hemp for Performance, Profit and the Planet' is taking place one month in advance of **Hemp History Week** (May 2nd – 8th, 2011), a nationwide public education campaign that seeks to raise awareness of the many benefits of industrial hemp and advocate for changes to federal and state laws to allow farmers to grow the crop on American soil once again.

"Brendan Brazier and John Roulac have promoted the benefits of hemp through elite sports, business, writing and advocacy. Steve Levine has worked as an activist for many years to show policy makers that it's not just consumers who benefit from hemp. Industrial hemp is a low-input, fast growing and profitable crop that is thriving in Canada and offers hope for revitalizing America's farms," explains UCLA Sustainability Coordinator Nurit Katz, who will moderate the event.

In addition to the panel discussion, leading natural products companies such as Dr. Bronner's Magic Soaps, Nutiva, Nature's Path, Manitoba Harvest, Sequel Naturals, French Meadow, Merry Hempsters and Living Harvest will set up tables on campus near the Broad Art Center to offer samples of hemp bodycare products and delicious hemp foods, along with educational information on the benefits of industrial hemp.

What: Educational event and panel discussion on the benefits of hemp and industrial hemp farming along with sampling of leading hemp food products at UCLA campus.

Why: To promote **Hemp History Week 2011**, educate on the health benefits of hemp products, and discuss the case for hemp farming in the U.S. in relation to SB 676.

Who: Speakers will include:





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Brendan Brazier is one of only a few professional athletes in the world whose diet is 100 percent plant-based and vegan. He is a professional Ironman triathlete, bestselling author on performance nutrition, and the creator of an award-winning line of whole food nutritional products called VEGA.

John W. Roulac is the founder and CEO of Nutiva®, the world's leading brand of organic hemp foods and coconut oil. Nutiva® was awarded one of Inc 500/5000's fastest-growing companies in America in 2009 and 2010. A longtime advocate for holistic living, he is the author of four books on hemp and composting (with a million+ copies sold). John helped jump-start the modern home-composting movement in the early 1990s, and has founded three nonprofit ecological groups.

Steve Levine is President of the Hemp Industries Association, a non-profit organization that represents roughly 250 businesses, farmers, researchers and individuals dedicated to educating people about industrial hemp while supporting the growing hemp industry in the United States.

Nurit Katz is UCLA's first Sustainability Coordinator. She is working to foster partnerships among academic, research, and operational departments and further the goals and initiatives of the campus sustainability program. Nurit holds an MBA from the UCLA Anderson School of Management and a Masters in Public Policy from the UCLA School of Public Affairs. In 2010 Nurit completed a full Ironman distance triathlon.

When: Tuesday, March 29th, 2011, 7pm - 9pm

Where: Broad Art Center, Patio and Room 2160E, UCLA Campus - 240 Charles E. Young Drive North, Los Angeles, CA 90095

Hemp History Week is a nationwide education campaign showcasing the health benefits and eco-friendly attributes of hemp products. The second annual Hemp History Week will be celebrated May 2-8th, 2011. American farmers are currently prohibited from growing non-drug industrial hemp, despite an estimated 400 million dollars and growing in annual retail sales for hemp products in the United States. Under the banner of *'Hemp for Health and Sustainability'* organizers aim for the 2011 campaign to bridge the conversation between America's past history with industrial hemp and the increased benefits that consumers and the economy will experience when American farmers can grow industrial hemp once again. Hemp History Week is a public awareness campaign supported by the Hemp Industries Association, Vote Hemp, and a number of leading natural products companies, including Dr. Bronner's Magic Soaps, Nutiva, Nature's Path, Manitoba Harvest and Sequel Naturals.

For more information, go to: www.HempHistoryWeek.com

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