

When: October 2 – 16, 2011

Why:

We have the right to know what's in our food, and to choose safe, healthy and sustainable non-GMO food and products for ourselves and our children.

This right is not being respected, so it's time to...

- Mobilize concerned citizens and organizations to speak with one loud voice
- Raise awareness about the risks of GMO seeds and crop production
- Ask the government to label food and products made from GMO crops

These recent actions have created momentum to rally for the right to know about GMOs:

- The decisions by the USDA to approve genetically modified Round-Up Ready Alfalfa seeds to be grown without restrictions
- The court decision to hold Bayer responsible for the LibertyLink contamination of rice
- The pre-emptive action by organic farmers and seed sellers to sue Monsanto for protection from patents on genetically modified seed
- The growth of the U.S. organic industry to \$28.6 billion in 2010
- The participation of hundreds of companies in the Non-GMO Project
- Grassroots organizing of the March 26th Right to Know Rallies and the response of 68,478 letters to Congress asking for GMO Labeling

Where:

From New York City through New Jersey, Pennsylvania, Delaware, and Maryland culminating on October 16th, World Food Day, in Washington, DC.

What:

Everyone is invited to walk the entire route or portions of the route - or to get involved in other ways. Stops at supporting retail stores will be scheduled along the route for events. There will be a large kick-off event in New York City at the Green Festival and final event in Lafayette Park across from the White House. Arrival and departure, and overnight accommodations must be organized individually. Local organizing of events or marchers is encouraged.

Who:

Inspired by Joseph Wilhelm, organic pioneer and managing director of Rapunzel Naturkost in Germany who has organized and lead two marches for a GMO-free world in 2007 and 2009 in Europe, this U.S. event has been initiated by citizens and NGOs who believe it is time to rally together peacefully and raise a unified voice to protect our right to know as consumers and to support the right to farm without genetic trespass.



Initial Organizers:

International Federation of Organic Agriculture Movements (IFOAM); The Non-GMO Project; Sustainable Living Roadshow; and Dr. Bronner's Magic Soap.

We need:

- Supporting organizations to spread the word; organize local events; join the march; circulate petitions for GMO Labeling; join the coordinating team
- Supporting retailers to spread the word; collaborate in staging events at their stores; sponsor the march; join the march
- Supporting businesses to spread the word; sponsor the march; join the march

Sponsorship: \$5,000: All sponsors receive the same recognition on website, postcards, flyers, press releases and other print material. A special account has been set up by The Non-GMO Project and your sponsorship donation can be tax deductible.

We are seeking to confirm an initial group of sponsors and supporters by June 1st, to be acknowledged in our initial press releases (scheduled for early June).

Projected budget: \$150,000 - \$200,000

Find out more - contact: Katherine DiMatteo, k.dimatteo@ifoam.org; 413-624-5569

www.right2knowmarch.org



PROPOSED BUDGET

March Promotion:	\$ 28,000
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Website design, maintenance	
Graphic Designer	
Promotional Postcards	
Posters	
Lead Banners for marchers	
PR Newswire Releases	
March Logistics:	\$ 25,000
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Pre-march route check	
Walkie-talkies; First Aid Kit; etc.	
Fuel for Support Vehicles	
Fees Campgrounds, Motels	
Food and water for marchers	
Bike courier	
Copies, Postage, Misc. costs	
March Staff:	\$ 15,000
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One full time person - June through October	
Sustainable Living Roadshow:	\$ 50,000 - \$100,000
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Event support and coordination in NYC, Philadelphia, D.C.	
Food truck, tents, etc.	
White House Rally October 16:	\$ 22,000
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Travel, honorarium for major speakers	
Ads, Posters	
Main stage setup, sound, security	
Contingencies:	\$10,000
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Total:	\$150,000 - \$200,000

Assumptions: volunteers, supporting organizations and businesses to do their own PR and additional materials, 24 people to walk entire route, donated support vehicle, marchers bring own tents and sleeping bags or pay for motel/hotel.

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PROPOSED ROUTE October 2-16, 2011

- October 2:** New York City – Kick off event at Green Festival, Javitz Center
Liberty Harbor Marina Camping, Jersey City, NJ
- October 3:** Jersey City, Newark and Millburn-Union, NJ – Retail Stores
Overnight stop in Springfield, NJ
- October 4:** Westfield, Scotch Plains, New Brunswick, NJ – Retail Stores
and Colleges
Overnight stop in New Brunswick, NJ
- October 5:** Princeton, NJ – Retail Stores and Colleges
Overnight stop in Princeton, NJ
- October 6:** Morrisville, Langhorne, PA – Retail Stores
Overnight stop in Trevoze, PA
- October 7:** Jenkintown, Philadelphia, PA – Retail Stores
Overnight stop in Philadelphia, PA
- October 8:** Rest for day in Philadelphia, PA
- October 9:** Springfield, PA; Wilmington, DE – Retail Stores
Overnight stop in Wilmington, DE
- October 10:** Hockessin, Newark, DE – Retail Stores
Overnight stop/camping in Dear, DE
- October 11:** Overnight stop/camping in Charlestown, DE
- October 12:** Harve de Grace, MD – Retail Stores
Overnight stop/camping in Kingsville, MD
- October 13:** Towson, Baltimore, MD – Retail Stores
Overnight stop in Baltimore, MD
- October 14:** Baltimore, Jessup, MD – Retail Stores
Overnight stop/camping in Jessup, MD
- October 15:** Takoma Park, MD – Retail Stores and Colleges
Overnight stop in College Park, MD
- October 16:** White House Rally, Washington, DC

Route is designed to be most scenic and closest to parks, colleges and
campgrounds

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