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2024 New England VegFest to Celebrate Plant-Based Living with Food, Fun, and Compassionate Causes

Worcester, MA: May 15, 2024 — One of the country's largest and longest-running vegan festivals will return to Worcester in just a few weeks, as the [2024 New England VegFest](#) (NEVF) comes to Worcester State University on Sunday, June 9 from 12pm-5pm. The sustainable event features over 120 vegan-friendly vendors in indoor and outdoor spaces, as well as a variety of entertaining speakers and activities.

Founded in 2010 by local non-profit VegFest, NEVF attracts up to 8,000 attendees seeking to try vegan food and learn about plant-based living and animal advocacy. Attendees are asked to [reserve free tickets](#) for general entry or can purchase early access tickets for 11am.

The festival will feature vegan food and product vendors from throughout New England and beyond, including Worcester-based eateries Belmont Vegetarian and Loving Hut; Little Loaf Bakeshop, a vegan bakery from Poughkeepsie, NY, known for their vegan pastries; the Broccoli Bar food truck from Burlington, VT, serving up flavorful broccoli-based dishes; and Divine Treasures, an artisan vegan and gluten-free chocolate shop from Manchester, CT. Non-profit exhibitors include organizations focused on farm animal rescue, wildlife rehab, elephant protection, and health and wellness.

U.S. Congressman Jim McGovern, who represents the Second District of Massachusetts in the United States House of Representatives, will make a special appearance at the festival to speak about his current legislative efforts to promote food and nutrition security, including support for plant-based food production. He will be followed by Worcester Mayor Joseph Petty, who will help kick off the 2024 Worcester Vegan Week, which will spotlight vegan food throughout the city.

Festival attendees can also catch a presentation and cooking demo focused on debunking common myths about plant-based eating. The demo will be run jointly by Jackie Akerberg, a popular vegan recipe creator, author, and founder of the plant-based blog [Jackfruitful Kitchen](#); and Sara Tercero, a Worcester-based chef and creative force behind the Instagram sensation @Betterfoodguru, with over 1 million followers.

<https://www.instagram.com/betterfoodguru>



In addition, Robert Cheeke, known as the “Godfather of Vegan Bodybuilding” and author of the New York Times bestseller, *The Plant-Based Athlete*, will share strategies for how people can make the most impact as vegans, saving up to 10,000 animals per year.

Other activities include workshops and talks on reversing chronic disease with food as medicine, making natural skincare products at home, and fermentation and gut health, as well as a children’s area with crafts and book readings, a vegan tattoo booth, and the 46 Million Turkeys collaborative art project.

This year’s festival is also putting an emphasis on sustainability in an effort to minimize waste going into landfills, including the use of compostable materials for serving food. Attendees are encouraged to join in by bringing their own reusable water bottles, bags, and utensils and participating in the festival’s clothing and textile drive run in partnership with Helpsy. The 2024 NEVF t-shirt was also made by STAY VOCAL, a certified ReUse apparel brand.

“NEVF is a truly special day that brings the community together to celebrate a compassionate lifestyle that benefits animals, people, and the planet,” says VegFest Executive Director Jennifer Wyglinski. “We invite anyone who is interested in learning more about plant-based living—and trying some delicious food—to join us, and we are so thankful to everyone involved, including our dedicated volunteers, sponsors, exhibitors, presenters, and attendees!”

Learn more about the 2024 NEVF at nevegfest.org.

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About VegFest

[VegFest](https://vegfest.org) is a 501c3 non-profit that works to create a culture of support for plant-based living throughout New England to benefit animals, people, and the planet. VegFest runs the annual New England VegFest and a variety of other programs showcasing vegan food, educating the community about animal advocacy, and promoting veg-friendly companies and causes.