

2nd ANNUAL PLANT-BASED LIVESTREAM MARATHON PRESENTED BY PLANT
POWERED METRO NEW YORK ON GIVING TUESDAY

FOR IMMEDIATE RELEASE: November 23, 2022

New York, NY - The health empowerment nonprofit organization Plant Powered Metro New York (PPMNY) will present its second annual Plantathon, a marathon livestream event celebrating the power of whole food, plant-based nutrition and its role in improving personal and communal health on Tuesday, November 29, from 12:00 - 9:00 PM ET.

Plantathon will include live interviews with world-renowned plant-based experts, inspiration from medical students and physicians, healthy holiday recipe demonstrations, lifestyle tips, sponsor segments, and opportunities for viewers to win prizes. From 2:00 - 4:00 PM ET, the livestream will be conducted in Spanish by PPMNY's Hispanic community organizers. Plantathon will be co-hosted by Lianna Levine Reisner, PPMNY Co-Founder and Network Director, and Jim Spellos, PPMNY Technology and Events Specialist.

Live interviews and demonstrations will feature leading voices in whole food, plant-based nutrition including: Ayesha Sherzai, MD; Dean Sherzai, MD, PhD; Columbus Batiste, MD; Ocean Robbins; Jane Esselstyn, RD, and Ann Esselstyn, MEd; Will Bulsiewicz, MD, MSCI; Yami Cazorla-Lancaster, DO, MPH; Héctor Murillo, MD, IBLM; Anthony Dissen, EdD, MPH, RDN; Chef Rebecca Johnson; Chef Anthony Spino; PPMNY Culinary Educators Brandy Cochrane and Carole Levy; food and social entrepreneur Henry Obispo; health coaches Maria Ariza, Ramzi Khoury, and Mariel Painter; philanthropist Dan Purjes; and medical students Sara Zayed, Lora Stoianova, and Gabrielle Estevez-Inoa.

Sponsors of Plantathon are Advanced Solar Products, California Balsamic, Ethos Farm Project, and River Valley Community Grains. *Prizes to be given away are sponsored by Vitamix, Main Street Vegan Academy, MamaSezz, Loisa, WellBean, Doctor Herbivore, Rancho Gordo, River Valley Community Grains, and PPMNY.*

Doubling as a telethon, Plantathon will encourage audience members to make donations to PPMNY. All gifts made during Plantathon and through the end of 2022 will be matched dollar-for-dollar up to \$50,000, thanks to a generous anonymous donor.

“Plantathon is a creative exploration of the multicultural field of whole food, plant-based living, united in our shared pursuit of true health and well-being. Our central message of ‘Many Voices. One Mission. Health for All’ underpins the program. PPMNY invites financial contributions on this Giving Tuesday and throughout the month of December to support our metro-wide work to improve health and nutrition literacy and advance health equity through plant-powered lifestyles. As a leading grassroots health empowerment organization serving local communities, PPMNY educates about and supports people in adopting plant-based nutrition for preventive health and transformative healing. We seek to mainstream and accelerate both awareness and dietary change on the community level.” — Lianna Levine Reisner, PPMNY Network Director.

Plantathon can be viewed for free and will be streamed on PPMNY's [Facebook](#) and [YouTube](#) channels.

###

Plant Powered Metro New York empowers people to find better health and overcome chronic disease through whole food, plant-based nutrition. Learn more about PPMNY and Plantathon at: <https://www.plantpoweredmetrony.org/plantathon>