The Meatless Monday Campaign launched in 2003 in association with the Johns Hopkins Bloomberg School of Public Health. Since then, the campaign has grown into a global movement with programs in 26 countries and the participation of thousands of restaurants, schools, worksites, communities and celebrities.

The Symposium event celebrates the 10-year anniversary of the Meatless Monday campaign and a decade of effective collaboration with the Johns Hopkins Bloomberg School of Public Health as scientific advisor. Hear from public health and marketing experts about the latest research on the impacts of a high meat diet and the behavior change principles behind the success of Meatless Monday.