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PAMELA ANDERSON INVITES NEW YORKERS TO VEG OUT IN TIMES SQUARE

"Turn Over a New Leaf-Try Vegetarian," Says Pamela in Provocative New PETA Billboard

Pamela Anderson invited New Yorkers to come to Times Square on Friday, March 7, 2003 and have lunch on her to celebrate her provocative new PETA billboard promoting vegetarianism. The veggie Venus arranged for more than [300 Gardenburger®](#) veggie burgers to be distributed for free to lunchtime crowds.



The massive 34' x 20' installation sits above New York's meaty Roxy Deli on Broadway. On the billboard, Pamela has traded in her trademark Baywatch red swimsuit for a green bikini made of lettuce leaves. She appears above the caption, "Turn Over a New Leaf-Try Vegetarian."

See Also:

Click on the image above to see Pam's new ad.

[Gardenburger.com](#)

Pamela became a vegetarian in her early teens, after walking into a shed in her backyard and seeing her father cut the head off a deer he had just hunted and killed. She has been a PETA member and ardent supporter of animal rights since high school.

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