



Issue 47 - December 13, 2017



A PlantPure Update

Today is an important day for us. From the beginning of this journey, everything we have done has been to prepare for what we are getting ready to launch.

On January 20, we will launch a movement strategy we are calling, "Healing America." My father, Dr. T. Colin Campbell, and I are launching a national speaking tour, beginning in Tampa, Florida, to communicate ideas for empowering individuals and communities to fix our healthcare crisis. Simultaneously with this tour, we will run an Indiegogo campaign to help raise funds for what will follow.

Specifically, the speaking tour will lay the foundation for our moonshot project: an innovative effort within a single city, utilizing a new social action platform and other tools, to bring the message of plant-based nutrition to everyone in the city. This effort will include delivering plant-based meals at highly affordable prices to those neighborhoods often ignored in the

past. Once launched in the first city, this model will be scaled nationwide, all leading to a massive rally and concert in our nation's capital.

We will document this grassroots movement as it unfolds, producing both an ongoing stream of short videos, and eventually the feature film *Healing America*. This will enable everyone to follow us, and eventually become part of the storyline as we work together to transform our towns and cities across the nation.

We will have more to report on these plans toward the end of the month, especially a bold idea for addressing our healthcare crisis where it is most severe: in our most underserved communities. Stay tuned for this important announcement.

In the meantime, we encourage you to visit HealingAmericaTogether.com. We also encourage you to read the press release below, which is also going out today.

And if you are wondering what my father and I are going to discuss together on stages across the country, I encourage you to watch our [PlantPure Nation film](#) again ([Netflix](#), [Amazon](#) and [iTunes](#)), and pay special attention to the last words spoken:

“Our future is bright, all we need to do, is see it.”

My father and I will focus on the essential first step in any social transformation, which is changing the way we *see the world*. Only by changing the way we see will we discover the larger truths that can unify us.

Until next time,

Nelson Campbell

Bold Movement Calls for Americans to Take Back Their Health

The grassroots movement, Healing America, kicking off with a nationwide tour by famed researcher, Dr. T. Colin Campbell and his son, Nelson Campbell

Mebane, North Carolina (December 13, 2017) – Nelson Campbell, founder of the PlantPure organization, announced today that he and his team are launching a media-driven movement strategy under the name, “Healing America.” This strategy will utilize the power of film to both document and drive a grassroots movement to bring the benefits of plant-based nutrition deep into the mainstream. A new social action model will be used to empower people in local communities to collaborate in bringing this powerful health message to everyone in those communities, *including to people in their most underserved neighborhoods*. The focus of Healing America will initially be on health, but its long-term objective is a new model that communities can use to solve any serious social problem.

The film production and an Indiegogo campaign will debut on January 20 with a coast-to-coast tour by Dr. T. Colin Campbell and his son Nelson. Dr. Campbell is considered by many to be the “science father” of the plant-based

nutrition movement. Nelson Campbell directed the film *PlantPure Nation*, founded PlantPure and the nonprofit PlantPure Communities, and is the director and host of the new production. Together, they will deliver an inspiring presentation that will give rise to a new social action model empowering people to act in their own community.

The tour will begin in Tampa, Florida on January 20, 2018. A crew will film the tour, and everything else that follows, producing both an ongoing stream of short videos and eventually the feature documentary "Healing America." Stops have been announced in Tampa, New York, Atlanta, Houston, St. Louis and San Diego, with additional locations under consideration. "We will communicate ideas that go beyond health to bring people of varied interests and communities together," states Nelson Campbell. He adds, "It is time to go beyond health, to make larger connections that can join communities heretofore working apart into a more unified force for change, including change that extends into the political sphere."

After the tour, a social action model will be implemented in a selected city to bring the message of plant-based nutrition to everyone in that community. This model will include seminars and other education, affordable food delivered into underserved neighborhoods, and a powerful social network to build community and support local action.

The Healing America team anticipates that the success of this first community project can then be replicated nationwide. "We

recognize that this strategy is bold, but we believe we can achieve our objectives because we will not do this ourselves; our goal is to empower people in communities everywhere to lead,” said Ron Gandiza, Campaign Launch Manager.

Healing America also will recruit national leaders from plant-based nutrition, healthcare, environmental, animal welfare and social advocacy organizations. “It is time that we move to a more expansive model of collaboration; for environmental and economic reasons, we have limited time for making the change we are seeking,” said Dr. Colin Campbell.

Research shows that a plant-based diet can significantly reduce the risk of chronic diseases, and sometimes reverse serious conditions like heart disease, type 2 diabetes, and some forms of cancer. A plant-based diet also can heal the planet through reduced greenhouse gas emissions, create greater economic and governmental stability, and improve animal welfare.

Visit healingamericatogether.com for more information.

Featured PlantPure Recipe

Baked Spinach Quesadillas



An easy Mexican style sandwich that feels like toasted cheese in the oven! These fun quesadillas can be built quickly and the entire batch cooks all at once so they are done at the same time. You can even add more of your favorite veggie fillings for extra flavor, texture, and heartiness!

Yields: 4 servings

Prep Time: 15 minutes

Cook Time:

25 minutes

Ingredients:

2 tablespoon lime juice

½ teaspoon chili powder

½ cup raw cashews

1 ½ cup plant based milk

1 tablespoon miso paste

5 tablespoons tapioca starch (tapioca flour) *No Substitutions Here!!*

2 tablespoons nutritional yeast flakes

½ teaspoon garlic powder

½ teaspoon onion powder

1 teaspoon lemon juice

¼ teaspoon sea salt (or to taste)

8 ounces fresh chopped spinach (about 4 cups)

1 cup finely diced red onion

4-6 large whole grain flour tortillas

Directions:

1. Preheat oven to 400°F.

2. In a small dish, combine the lime juice and chili powder, set aside. This will be used for brushing onto the top of each quesadilla.

3. Place the cashews, milk, miso paste, tapioca starch, nutritional yeast, garlic powder, onion powder, lemon juice, and sea salt into a high powdered blender. Blend until smooth and creamy.

4. In a saucepan, whisk the cheese mixture over medium heat until thick and bubbly. At first it will appear lumpy, but continue cooking until it is evenly thickened and stretchy. Tapioca starch creates a thick and stretchy consistency! It should take about 5 minutes to cook.

5. Fold the spinach and onions into the cheese sauce until the ingredients are completely combined. (This is the time to add your extra preferred veggies such as peppers, mushrooms, corn, or chopped broccoli.)

6. Spread the cheesy spinach mixture onto half of a large whole grain tortilla. Fold the tortilla over and place onto a parchment

lined baking sheet. Brush the top of each quesadilla with the lime juice and chili powder mixture. Bake the quesadillas for 6-8 minutes on each side until they are golden brown.

Serve warm with with lettuce, salsa, and guacamole.

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[\(704\) 271-9906](tel:(704)271-9906)

info@plantpuration.com



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