

Dear Friend,

On Tuesday I had the privilege to give the [keynote presentation at SXSW Eco](#), a SXSW event focused on driving economic, environmental and social change. There was an audience of over 500 people in the main room, with more in an overflow room where the presentation was projected live. It caused quite a Twitter storm and connected us with some awesome new donors, volunteers, partners and researchers.

For those who couldn't be there, SXSW has just uploaded a full version of the talk. [Check it out here](#).

I spoke at this same conference two years ago, on a panel, for a much smaller audience. It's been mind-blowing to see how much interest and enthusiasm for New Harvest's work has grown in the past two years. The conversation about cell cultured foods has evolved to be more thoughtful and open-minded, and you can feel the excitement building for a future with animal-free animal products. Looking forward to seeing this same kind of energy at the [Cultured Meat Symposium](#) later this month!

Lastly, don't forget that **this October, all donations are being doubled**, with proceeds going towards our new research program. [Donate now!](#)

Thank you for joining us in building a better future.

Onwards and upwards!

 [Signature](#)