



Dr. Will Tuttle's "World Peace Diet" Hits #1 on Amazon.com, Thanks to Grassroots Marketing

*Over the weekend, Dr. Will Tuttle's book, *The World Peace Diet*, soars to the #1 spot on Amazon, in response to a recent compassion and health campaign Tuttle and supporting sponsors have been promoting -- without traditional advertising or celebrity endorsements.*

(Vocus) March 17, 2010 -- In the space of a single weekend, Tuttle and his partners took "The World Peace Diet: Eating for Spiritual Health and Social Harmony" (http://www.amazon.com/World-Peace-Diet-Spiritual-Harmony/dp/1590560833/ref=sr_1_1?ie=UTF8&s=books&qid=1268790046&sr=8-1) from an Amazon.com sales rank somewhere around 20,000 all the way to the number one spot -- without traditional advertising or celebrity endorsements.

Tuttle relied on the tight-knit vegan and vegetarian community to help propel his title to the top during his March 12 World Peace Diet Compassion and Health Campaign (<http://www.worldpeacediet.org>) -- a promotion Tuttle spent four months masterminding.

"The vegan community is small compared to mass culture, and when we work together like this, we build unity and solidarity," Tuttle explains. "We have a message that's vital to the health and well-being of all of us, and by capitalizing on our similarities and not focusing on our differences, we can have a positive impact."

Strong community and connections, Tuttle believes, are precisely what the world needs now for human beings to fulfill our responsibility to the Earth that is our home.

"The World Peace Diet' is focused on the benefits of people transitioning to a whole foods, plant-based diet -- for the health of the world, the health of our culture, and the health of our environment," Tuttle says. "I thought the best way to bring this message out was to get the community that understands that to coalesce around a common goal and make a concerted effort to push it into the mainstream."

Tuttle partnered with like-minded businesses, writers, groups, bed-and-breakfasts and others to provide bonus gifts -- everything from free MP3 and e-book downloads to discounts on meals and accommodations -- to everyone who purchased a copy of "The World Peace Diet" (<http://www.worldpeacediet.org>) during the campaign.

Those incentives worked. At 1 a.m. PST March 14, Tuttle's book had earned the #1 spot on Amazon.com.

And Tuttle's "The World Peace Diet" isn't the only vegan-themed best-seller.

"I think there's nothing better than helping to heal our culture," says Tuttle, who notes that other vegan books and titles on ethical eating are also among Amazon's top sellers. "It shows there really is a dawning realization of the importance of our food choices."

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Contact Information

Stephanie Redcross

World Peace Diet

<http://www.worldpeacediet.org>

8583815655

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