

# Opportunities for Activism And Collaboration Here At EpicureanFriends.com

Post by “Mathitis Kipouros” of July 4, 2020 at 6:23 PM

## [Quote from Cassius](#)

I think over the last year (almost two now) we've done a lot of work on that with the "Not NeoEpicurean" list and assorted articles elaborating on its points.

In terms of marketing, or promotion, I heard a guru a while back say that it's always a great idea to promote by referencing to the popular thing (brand, product, whatever). People have an easier way getting to you when you connect the path to your thing to a place they already know about.