

PRESS RELEASE



15.02.2007

Change Today. Choose Fairtrade. Horsham Celebrates Fairtrade Fortnight

Change Today. Choose Fairtrade, is an urgent call to people in the UK to engage with the Fairtrade Foundation's vision of an even bigger movement for positive change on unfair trade, including making the switch to buying Fairtrade. This is the theme of Fairtrade Fortnight 2007 (26 February – 11 March), the annual promotional campaign of the Fairtrade Foundation which encourages people to buy products carrying the FAIRTRADE Mark.

In Horsham we are challenging people to change by 'Taking the Pledge' and include at least one more Fairtrade item in their regular shop from now on.



We will be in Swan Walk on March 1st and in the Carfax on March 3rd collecting pledge to change stickers (see above) from the people of Horsham and displaying them for all to see. To encourage them to expand their buying we will be asking them to taste delicious Fairtrade chocolate and sip Fairtrade wine. The range of Fairtrade products available locally is now so large that we believe everyone can get involved.

'We find that whilst most people in Horsham now know what Fairtrade is and many buy Fairtrade coffee and tea but they do not necessarily know about the vast range of other products available. We shall therefore be showing them the choice they have through giving out copies of our directory and displaying some less known items such as fruit and flowers to inspire them' said Gaynor Cooper from Horsham's Fairtrade steering group. Buying Fairtrade makes a real difference to the lives of people in the developing world 'A small change in our shopping habits can mean a community in Africa, Asia, or Latin America can build classrooms, employ a nurse or invest in processing machinery,' says

Harriet Lamb of the Fairtrade Foundation.

A newsletter encouraging people to set up their own events to celebrate Fairtrade Fortnight has been circulated throughout Horsham at many venues over the last month and individuals, schools, churches and other groups will also be running their own events for Fairtrade Fortnight

Photo opportunity:

Displays of pledge stickers at our stalls on March 1st or 3rd.

Attached copy of newsletter

For further information please contact Gaynor Cooper on 01403 261157

Notes to editors: The Fairtrade logo, launched ten years ago, has generated a massive growth in Fairtrade sales which consistently grow at 40% per year. There are now over 2,000 Fairtrade products available in the UK. The logo is part of Fairtrade Labelling Organisations International (FLO) which has 19 national initiatives across Europe, USA and Japan. There is one worldwide set of standards for producers and traders and there are regular inspections through a global network of inspectors. When a consumer buys a Fairtrade product they can guarantee their consumer power is helping to change an unfair system.

Throughout 2006, there has been a host of major developments for Fairtrade in the UK. One of the main successes has been an increase to 210 in the number of Fairtrade Towns – communities where active Fairtrade networks pledge to promote Fairtrade in their towns, villages and cities. Horsham became a Fairtrade Town in July 2005. There are also 50 Fairtrade Universities and 3,000 Fairtrade Churches eleven of which are in Horsham.

More information is available at www.fairtrade.org.uk