

PRESS RELEASE



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Artists draw the line on poverty

Artistic Horsham youngsters are being invited to picture a fairer future for world trade.

Horsham Fairtrade group has launched its first poster competition, asking young people to design a piece of artwork based on the Horsham Fairtrade theme.

Show Horsham Cares, Shop Fairtrade is the name of the poster contest launched today. The posters will be aimed at reminding residents to ask local shops for Fairtrade products which they can eat and drink with a clear conscience.

Four first-place winners will have their designs professionally printed in Horsham Fairtrade group's marketing, campaign and publicity literature and the top prize winner will also scoop a Fairtrade family hamper.

Chairman of Horsham Fairtrade Committee Gaynor Cooper said: "We're inviting youngsters to support Horsham Fairtrade by designing bright and fun posters that celebrate our belief in paying a fair price for the goods we buy.

"We're appealing for posters which link Horsham to the Fairtrade theme and will be using the winning designs to promote Fairtrade events and campaigns in the town.

"Many children around the world are deprived of their childhoods and have to work because they live in extreme poverty with poor food, no health care and no chance to go to school because of the effect of unfair trade rules on their family. By buying Fairtrade goods we can vastly increase the family income and break this cycle of despair for children."

There are four different age categories in the competition for five to seven year olds, seven to 11 year olds, 12 to 14 year olds and 15 to 18 year olds.

Entries should be submitted on A4 paper and addressed to Horsham Fairtrade Poster Competition, c/o Gillian Daniel, Horsham District Council, Park North, North Street, Horsham, West Sussex, RH12 1RL or addressed to Doug Fletcher, Christian Centre, South Street, Horsham. Entrants are asked to enclose their name, age and full address along with a stamped addressed envelope if they would like their posters returned after the competition. The closing date for entries is after the summer holidays on September 30.

The top three poster winners in all four categories will receive a Horsham Fairtrade certificate and have their designs displayed in shops stocking Fairtrade goods.

More follows...

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The competition has been launched to celebrate Horsham's bid to achieve Fairtrade status. Campaigners held a Fairtrade Fortnight in March to spearhead the bid and have this month submitted their evidence to the Fairtrade Foundation.

The success of the bid depends on meeting five nationally set criteria including having at least ten shops in Horsham stocking Fairtrade goods. Horsham Fairtrade group has published a directory naming all the outlets in Horsham which sell Fairtrade goods. These outlets are currently: Sainsbury's, Tesco, Waitrose, Co-op in Fitzalan Road and Warnham Road, Oxfam, Natural Way, Holland and Barrett, the Christian Centre, Julian Graves, Spar in Coltsfoot Drive and the Salvation Army. Shoppers can buy the following Fairtrade items in Horsham shops: tea, coffee, tea, chocolate, juice, hot chocolate, wine, sugar, bananas, honey, sweets, biscuits, muesli, cocoa, fruit, dried fruit, cake, puddings, jam, marmalade, flowers, cards and gifts.

If the bid goes to plan Horsham will officially gain Fairtrade status before October. The success of the bid will be marked by Fairtrade gatherings across the town including a salsa party. Further details will be announced shortly.

Ends

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. The logo is part of Fairtrade Labelling Organisations International (FLO) which has 17 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.