

PRESS RELEASE



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Kick Off for Fair Trade

Horsham Crusaders Under 10's kicked off the new football season playing against St.Martin's, Dorking with shiny new Fairtrade footballs. The footballs they are using this season have "Fair Play, Fair Pay" as their logo, and are guaranteed to be Fairtrade. This means that the workers who stitched the footballs are being paid a fair wage for their labour and that they benefit from working conditions which meet international standards.

Horsham Crusaders Under 10's Team Coach Mick Paine said "We are all well aware of the terrible conditions in which many people have to live and work in poor countries around the world. It is good to know that by buying these footballs we are helping people in poorer countries to earn a reasonable wage and so be able to live their lives with dignity."

The Crusaders, whose home pitch is at Castlewood School, Southwater, will be using the footballs in all their Under 10 home matches in the Horsham and District Youth Football League, and hope that more football teams will be encouraged to go Fairtrade in the future.

In October Horsham celebrates the first anniversary of becoming a Fairtrade Town and the town's Fairtrade Committee have just submitted their reapplication for Fairtrade status, showing that Horsham has met all its targets for the year and is entitled to remain a Fairtrade Town. All Horsham's supermarkets now stock a variety of Fairtrade products and the Committee is delighted with the number of smaller shops and

cafes in Horsham which now include Fairtrade among their products for sale.

More follows

Continued

The Horsham Fairtrade Directory lists all the shops and cafes in Horsham which stock Fairtrade products and is available from the Centre Café and Bookshop in South Street and Oxfam Shop on the Carfax.

For more information on Fairtrade footballs, and other Fairtrade sports balls, see the Fairtrade Foundation website

www.fairtrade.org.uk

Ends

For more information on this item contact Marie Allen on 01403 242028 or e-mail mtjallen@yahoo.co.uk

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.