

PRESS RELEASE



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Horsham celebrates Fairtrade Fortnight

Having achieved Fairtrade Town status in July 2005 Horsham is increasing the number and variety of events it runs in the national Fairtrade Fortnight campaign (6-19 March 2006). The aim being to show people how a small change in their shopping habits – buying products with the FAIRTRADE mark – can make a real difference to poverty in the developing world.

The national theme of 'Make Fairtrade your Habit' has been adopted because over 50% of the UK population now recognise the Fairtrade mark and Fairtrade sales are doubling every 2 years. All the major supermarkets chains now stock Fairtrade and in Horsham we have seen a real increase in the availability and variety of Fairtrade products. In particular in the last 12 months we have seen an increase in the number of small shops stocking Fairtrade and the variety of Fairtrade drinks available in local cafes and coffee shops.

To celebrate the start of Fairtrade Fortnight there will be a 'Linking Hands Around the World' ceremony at the Shelley fountain at 1.00 pm on March 6th. Students from Collyers 6th form College and a Moss playgroup will be joined by others in forming a circle around the fountain dressed both in ordinary clothes and in costumes from developing countries to symbolise how Horsham is linked to the fate of those in the developing world. This activity will mirror the winning poster by Nicola Milton of Collyers from the Fairtrade poster competition held in October 2005 and judged by Gary Shipton of the County Times (see *West Sussex County Times* Nov 11th 2005). Copies of Nicola's poster will be displayed in local shops and cafes to celebrate Fairtrade Fortnight.

On March 11th Fairtrade Horsham will be in the Carfax with the Farmers Market encouraging people to 'Make Fairtrade your Habit' by buying readily available Fairtrade products all the time. 'We will be giving people a local Fairtrade shopping list to encourage them to, for example, buy Fairtrade tea, coffee and bananas whenever they shop and so make a real difference to the lives of poor farmers in the developing world'. said Gaynor Cooper, Chair of Fairtrade Horsham. Knowing how many people have a 'Chocolate habit' there will also be samples of delicious Fairtrade chocolate available to encourage people to 'Make your Chocolate Habit Fairtrade'. A range of unusual Fairtrade products will also be available for sale at the stall.

More follows...

Fairtrade Fortnight press release Feb 2006

Continued...

Following the theme of 'Make your Chocolate Habit Fairtrade' there will be a 'Fairtrade Chocolate Morning' at the Y Centre on March 17th 10.00 am – 3.00 pm when people can have a relaxing Fairtrade drink with Fairtrade homemade chocolate cake.

Fairtrade Horsham has been in touch with all local Churches and most will be having at least one Fairtrade activity during Fairtrade Fortnight. Indeed the number of Horsham Churches who have either achieved Fairtrade Church status or are working towards it is increasing all the time with nine being known to have achieved the status to date.

Photo Opportunity:

'Linking hands around the World' when students from Collyers 6th form College and a Moss playgroup dressed in costumes from developing countries will be joined by others in forming a circle around the Shelley fountain.

Venue: Shelley Fountain, Horsham. If raining participants will meet in the Catholic Church Hall and then go to the Shelley fountain at 1.00 pm.

Date: Monday 6th March

Time: 1.00pm

See copy of winning poster by Nicola Milton with this press release

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.

Fairtrade Fortnight is a national event every March, coordinated by the Fairtrade Foundation. More information is available at www.fairtrade.org.uk