

PRESS RELEASE

From: Fairtrade Ferndown Steering Group

To: Local Press Contacts

For Immediate Release

FAIRTRADE FERNDOWN LAUNCHES!

Following Ferndown Town Council recently resolving to support Ferndown as a Fairtrade Town, the Steering Group launches the campaign to become accredited as a Fairtrade Town on Thursday 24th November in Penny's Walk Ferndown, in partnership with Tesco, from 2-4pm.

Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. Even in these difficult economic times, it is the largest civil movement of its kind with retailers currently selling more than £1.2Bn worth of goods annually, from Chocolate to Gold!

Ferndown's large retailers, schools and churches are already on the Fairtrade trail, and the Steering Group hope to gain initial accreditation quite quickly. Organiser Hannah Hobbs-Chell said, "We have a solid foundation to start building upon, and we hope people will recognise that Fairtrade is the right way to trade."

Following the launch, the first steering group committee meeting is on 29th November from 7.30pm at the KGV Pavilion, Peter Grant Way, Ferndown. Individuals and organisations with an interest are asked to support the initiative by coming along or sending a representative.

After Christmas the focus will be on Fairtrade Fortnight 2012 running from 27th Feb – 1st March branded 'Take a Step for Fairtrade'.

Fellow co-founder with Hannah, Steve Lugg said, "come and talk to us on 24th November, come along to our first meeting on 29th at KGV Fields and get involved Ferndown!

- Ends -

For more detail about Fairtrade go to <http://www.fairtrade.org.uk/>

To contact the Steering group email cllrhhobbs-chell@hotmail.co.uk or cllrsmugg@rocketmail.com