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**FOR IMMEDIATE RELEASE**

Contact:

Lead Organizer, [campaign name]

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**[Town Name] OFFICIALLY DECLARED A FAIR TRADE TOWN**

**[Town Name],[State] (Month Day, Year)** – [Name of Fair Trade Town Campaign] is proud to announce [Town Name]’s official designation as a Fair Trade Town.

[Name of Fair Trade Town Campaign] is a coalition of citizens, community groups, and ethical businesses that work to widely increase the awareness, availability and use of Fair Trade products throughout the [town name] area, and is part of a nation-wide organizing effort called Fair Trade Campaigns. Fair Trade Campaigns raises consumer awareness, increases the availability of Fair Trade products, and drives sales in order to help lift farmers and workers out of poverty.

[Town Name] joins over 40 other municipalities across the U.S. already recognized as Fair Trade Towns, and over 25 additional municipalities working towards designation. The movement started in England in 2000 and has quickly spread. Today, there are over 1,800 Fair Trade Towns worldwide.

To become an official Fair Trade Town, applicants must build retail availability and show that Fair Trade products are available in local stores as well as in institutions, like places of worship, schools, and offices. Additionally, the town must have a vibrant coalition that meets regularly and plans interactive events that promote awareness, advocacy, and engagement with Fair Trade. Finally, the city council must pass an official resolution in support of Fair Trade as an issue important to its government and residents, with plans to implement that support in concrete ways. These criteria are designed to empower citizens to develop a permanent platform in their communities for continued outreach and advocacy.

Fair Trade is an effort to empower consumers to vote with their dollars for fair prices, better working conditions, environmental stewardship, and brighter futures for the people who make the high-quality products that we buy every day.

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**About Fair Trade Campaigns:** Fair Trade Campaigns is a grassroots movement mobilizing thousands of Fair Trade advocates on campuses and in communities across the United States. Fair Trade Campaigns recognize towns, colleges, universities, schools and congregations in the US for *embedding Fair Trade purchasing practices and principles* into policy, as well as in the social foundations of their communities. Project collaborators include [Fair Trade USA](http://fairtradeusa.org/), [Fair for Life](http://www.fairforlife.net/logicio/pmws/indexDOM.php?client_id=fairforlife&page_id=home) and [Fair Trade International – USA](http://fairtradeinternational.us/), third-party certifiers of Fair Trade products in the United States, and the [Fair Trade Federation](http://fairtradefederation.org/), a North American trade association of organizations fully committed to Fair Trade. Visit [www.FairTradeCampaigns.org](http://www.fairtradecampaigns.org) for more information.

To join or support the Fair Trade committee in [Town Name], visit us online at [insert your Fair Trade Campaigns webpage].