**FOR IMMEDIATE RELEASE:**

**[CAMPAIGN NAME] JOINS 70 COUNTRIES IN GLOBAL CELEBRATION OF WORLD FAIR TRADE DAY**

*[Institution/Town name] JOINS 70 COUNTRIES IN GLOBAL CEL*

**WHAT:** In honor of the largest Fair Trade event in the nation, World Fair Trade Day, [Campaign Name/Town] is hosting a [Event Type]. This event is sponsored by Fair Trade Campaigns and [Campaign Name/Town] Last year in North America around 100,000 people attended nearly 1,000 events to celebrate World Fair Trade Day. [Add more detals].

**WHEN:** [Date, Month, Day, Start Time – End Time]

**WHERE:** [Location, Street Address, City and web address]

**WHY:** When you choose to purchase Fair Trade products, you are endorsing an economic system that provides opportunities for international farmers, artisans and workers to lift themselves out of poverty. Fair Trade seeks to enable economic development through equitable trading partnerships.  Fair Trade ensures consumers that the products they purchase were grown, harvested, crafted and traded in ways that improve lives and protect the environment.

**HOST:** [Campaign Name] is a community based organization created to promote the principles of Fair trade to [town name] residents and educate the public about the positive impact of conscious consumers. [Please fill in paragraph with specific background information about campaign and/or how it plays a role in consumer purchases in the area]

**Event Inquiries:** [First and Last Name, phone number, email]

**Fair Trade Campaigns** recognizes towns, colleges, universities, schools and congregations in the US for *embedding Fair Trade practices and principles* into policy, as well as the social and intellectual foundations of their communities. We provide tools, resources and support events to launch and grow local Fair Trade Campaigns in your town, university, school or congregation. 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 [Fairtrade America](http://fairtradeinternational.us/), third-party certifiers of Fair Trade products in the United States, the [Fair Trade Federation](http://fairtradefederation.org/), a North American trade association of organizations fully committed to Fair Trade, and the [Fair Trade Resource Network](http://www.fairtraderesource.org/), which gathers, develops and disseminates educational resources to people and organizations interested in the movement. For more information, visit [www.fairtradecampaigns.org](http://www.fairtradecampaigns.org).

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