**FOR IMMEDIATE RELEASE**

**Contact:** [Lead Organizer Name], [Campaign Name]

**Phone:**

**Email:**

**[NAME OF CONGREGATION] Becomes [NUMBER] Fair Trade Congregation in Nation**

**[Town Name],[State] (Month Day, Year)** – [Name of Congregation], part of a national initiative by Fair Trade Campaigns to engage communities of faith in Fair Trade advocacy, is proud to announce its official designation as a Fair Trade Congregation.

Fair Trade is an economic system that ensures consumers the products they buy were grown, harvested, crafted, and traded in ways that improve lives and protect the environment. Fair Trade Campaigns officially recognizes congregations in the U.S. committed to raising awareness about the issues of Fair Trade and sourcing Fair Trade products like coffee, tea, and artisan goods for use within the congregation, and at services and other events.

With over 7,000 Fair Trade Congregations in the United Kingdom alone, the U.S. program grew out of work in Europe and the increasing demand for Fair Trade and ethically produced products to be incorporated into institutional purchasing. Fair Trade Campaigns sees the tremendous impact institutional purchasing in the US can have on farmers and artisans worldwide.

*“Communities of faith have been at the heart of, and in fact the very origin of, the Fair Trade movement. The ability to put the values of faith into the everyday action of making a purchase, is something that resonates across religious traditions. There are few more important places to see Fair Trade advocated for than congregations as, at its core, Fair Trade is about empowering those less fortunate."*

*- Billy Linstead Goldsmith, National Coordinator, Fair Trade Campaigns*

The campaign at [Name of Congregation] was created to build the awareness and availability of Fair Trade in our community and … [Please fill in paragraph with specific information about your campaign]

[Name of Congregation] joins over 260 active Fair Trade campaigns in towns, schools, congregations, and universities across the country.

# # #

**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 U.S. 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 [Fairtrade America](http://fairtradeamerica.org/), 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 [FairTradeCampaigns.org](http://www.fairtradecampaigns.org) for more information

To join or support [Campaign name], visit them online at [insert your Fair Trade Campaigns webpage].