**[INSERT EVENT INFO HERE]**

*[Add Additional Details in a Sub-heading]*

**WHAT:** [Describe the event here]

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

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

**WHY:** [Why is this event important? What’s the goal?]

**HOST:** [Who is hosting the event]

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

**# # #**

**Example:**

**FAIR TRADE MONTH KICK-OFF PARTY AT TEMPLE SF**

*Taste, Experience & Celebrate Fair Trade with TransFair USA, featuring FAIR. Vodka Cocktails and San Francisco DJs Corinne Regan and Chris Orr*

**WHAT:** “Every Party Matters,” the Fair Trade Month kick-off party, will raise awareness and funds to support the Fair Trade movement. Guests will taste appetizers made with Fair Trade Certified™ ingredients, experience a sneak peek of the first-ever Fair Trade Certified clothing items and celebrate with fellow ethical consumers at the popular Temple San Francisco, named one of the [Greenest Bars in the United States by](http://www.huffingtonpost.com/2010/06/25/ecodrinking-greenest-bars_n_621550.html#s103430) EcoDrinking. Additionally, Temple will feature cocktails made with the new FAIR. Vodka, the first-ever Fair Trade spirit, which is made with Fair Trade Certified quinoa.

**WHEN:** Wednesday, September 29, 2010, 8:00pm-midnight

**WHERE:** Temple San Francisco, 540 Howard Street, San Francisco, CA 94105

<http://templesf.com/>

**WHY:** October is the seventh annual Fair Trade Month. Themed “Every Purchase Matters,” Fair Trade Month unites TransFair USA’s diverse corporate, nonprofit and individual stakeholders in more than 100 events, promotions and fund-raising activities across the United States to generate awareness of Fair Trade’s comprehensive approach to social, economic and environmental empowerment and sustainability among farming communities in the developing world.

**HOST:** TransFair USA, [www.TransFairUSA.org](http://www.TransFairUSA.org)   
  
[TransFair USA](http://www.transfairusa.org), a nonprofit 501(c)3 organization, is the leading third-party certifier of Fair Trade products in the United States. TransFair USA audits and certifies transactions between U.S. companies and their international suppliers to guarantee that the farmers and workers producing Fair Trade Certified goods were paid fair prices and wages. TransFair USA educates consumers, brings new manufacturers and retailers into the Fair Trade system, and provides farmers with tools, training and resources to thrive as international businesspeople. Visit [www.transfairusa.org](http://www.transfairusa.org) for more information.

**CONTACTS:** Event inquiries - Katie Barrow at [kbarrow@transfairusa.org](mailto:kbarrow@transfairusa.org) or (510) 663-5260 ext. 388 Media inquiries - Stacy Wagner at [swagner@transfairusa.org](mailto:swagner@transfairusa.org) or (510) 663-5260 ext.

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