



PRESS RELEASE 23.02.11

Fairtrade Fortnight 2011 in Cumbria

In Fairtrade Fortnight (28th February – 13th March) Fairtrade Groups all around Cumbria will be celebrating Fairtrade in style. With the theme **SHOW OFF YOUR LABEL**, there is plenty of opportunity for Fairtrade campaigners to be imaginative in their activities, from fashion shows to treasure hunts, and from window displays in empty shops to beach drawings of the Fairtrade logo.

Central to the activities of many groups will be 'bunting signing'. Using Fairtrade certified cotton campaigners will be asking the public to sign a piece of bunting with a message of support for Fairtrade and trade fairness. At the end of the Fortnight every piece of bunting will be sent to the Fairtrade Foundation and made into the world's longest piece of bunting. The world record currently stands at 2,696 metres of individual, hand-made, bunting triangles. Says Joe Human, Coordinator of Cumbria Fair Trade Network, 'We think we can do better!'

Gathering plans from groups all over Cumbria, Joe Human reports on the following:

1. In **Aspatria** there will be 6 Fairtrade coffee events in the week beginning 28th February, as part of **Together We Can**.
2. In **Barrow** there will be a Fairtrade display in an empty shop window and a Fairtrade coffee morning.
3. In **Brampton** there will be a Fairtrade and Vintage Fashion Show at William Howard School, a Fairtrade coffee morning at the Moot Hall, and a Fairtrade lunch followed by 'Talk and Tasting' by Cream o' Galloway Fairtrade Ice-Cream at the Community Centre.
4. In **Carlisle** there will be a Fairtrade coffee morning in the Old Town Hall on 12th March, with much bunting signing there and at other events throughout the Fortnight.
5. In **Gosforth** there is an exhibition in the Methodist Church on Fairtrade, Global Recycling and what it means to be poor. There will also be a Fashion Show at 7.30pm on 11th March in St. Mary's church followed by refreshments and a chance to buy the clothes and other Fairtrade goods. And there will be sales of Fairtrade goods at other events during the Fortnight.

6. In **Keswick** throughout the Fortnight there will be a Fairtrade Shop Window Treasure Hunt in which twenty shops are involved all around the town.
7. In **Millom** plans are afoot for an ambitious 'Brew on the Beach' on 12th March when Fairtrade drinks and snacks will be available. Prior to this it is planned that a huge Fairtrade symbol will have been drawn on the sand at Hodbarrow Point, with school pupils with balloons in Fairtrade colours will 'walk the drawing' and be filmed in doing so.
8. In **Ulverston** there will be a Big Brew Coffee Morning on Friday 11 March, 10 - 11.30, at Ulverston Parish Church with home-baked Fairtrade cakes, and a Traidcraft stall.
9. In **Wigton** Fairtrade bunting is being decorated by schools, churches, businesses and organisations in Wigton. These will be collected together and displayed at the WI coffee morning in the Wigton Methodist Hall on Tuesday 8th March from around 9.30 a.m. The bunting will then be displayed in the Wigton Co-op store on the morning of Friday 11th March and finally in the Wigton Library before being returned to the Fairtrade Foundation as the town's contribution to the Guinness Book of Records attempt.
10. The **Windermere** group are having a Fairtrade tea party, a window display at the Tourist Information Centre and will have a stand at the Rotary District Conference.

***** Ends *****

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1. The FAIRTRADE Mark is a certification mark and a registered trademark of Fairtrade Labelling Organisations International (FLO) of which the Fairtrade Foundation is the UK member. The Fairtrade Foundation is an independent certification body which licenses the use of the FAIRTRADE Mark on products which meet international Fairtrade standards. This independent consumer label is now recognised by 72% of UK consumers and appears on products as a guarantee that disadvantaged producers are getting a better deal. Today, more than 7.5 million people – farmers, workers and their families – across 58 developing countries benefit from the international Fairtrade system.
2. Over 7000 products have been licensed to carry the FAIRTRADE Mark including coffee, tea, herbal teas, chocolate, cocoa, sugar, bananas, grapes, pineapples, mangoes, avocados, apples, pears, plums, grapefruit, lemons, oranges, satsumas, clementines, mandarins, lychees, coconuts, dried fruit, juices, smoothies, biscuits, cakes & snacks, honey, jams & preserves, chutney & sauces, rice, quinoa, herbs & spices, seeds, nuts & nut oil, wines, beers, rum, confectionary, muesli, cereal bars, yoghurt, ice-cream, flowers, sports balls, sugar body scrub and cotton products including clothing, homeware, cloth toys, cotton wool and olive oil.
3. 7 in 10 households purchase Fairtrade goods, helping Fairtrade sales reach an estimated £800m in 2009, up from £712m in 2008. There are over 460 producer organisations selling to the UK with 872 certified producer groups in the global Fairtrade system, representing more than 1.5 million farmers and workers.