



Keswick and District Fair Trade Campaign

Charity no. 1121690



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Keswick's Great Fairtrade Shop Window Treasure Hunt

On Saturday 26th February Keswick and District Fair Trade Campaign will launch Keswick's Great Shop Window Treasure Hunt, in advance of Fairtrade Fortnight (28th February to 13th March), whose theme is 'Show off your label'.

The launch will take place on the Market at a special Fairtrade stall when the Town Crier will be present with several local families who are lined up to be the first off.

'However young or old you are, this is fun for all,' said Bob Bryden at a pre-launch photo-shoot at The Cheese Delicatessen in Packhorse Court, which is one of the twenty participating shops.

'All you have to do,' continued Bob Bryden, 'is to hunt for twenty Fairtrade treasures, in twenty shop windows in Keswick, all of which will be "labelled" with the FAIRTRADE Mark.'

After the launch entry forms will be available at the Moot Hall, and entry will cost 50p. On completion forms can be returned to the Moot Hall.

There are four categories of entry: families with children under 5 years; 5 to 11 year olds; 11 to 19 years; and 20 years and over. In each category there will be 3 Fairtrade prizes. To qualify for a prize all entry forms must be returned to the Moot Hall by 14th March.

To mark Fairtrade Fortnight The Cheese Delicatessen has a window display dedicated to Ethiopian coffee, including coffee from Choche, the community with which Keswick and District Fair Trade Campaign has a friendship link.

On Sunday, 27th February at 6.00 p.m. there will be an Ecumenical Service to celebrate Fairtrade at the start of Fairtrade Fortnight. Titled 'Just One World', the service will be held at Our Lady's Catholic Church, Keswick. Everybody will be welcomed.

continued

Also in Fairtrade Fortnight there will be a special Fairtrade Hospitality Event at The Grange Country House, Manor Brow. This will be on Wednesday, 2nd March from 2.30 – 5.00 p.m. to which Keswick’s hospitality providers have been invited by owners Mark and Sally Huit.

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For more information on this press release, contact Joe Human at j.human@zen.co.uk
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Caption for photo: Bob Bryden, Town Crier, and Fairtrade campaigner, with Jan Davidson, outside The Cheese Delicatessen, one of the 20 shops participating in Keswick’s Great Fairtrade Treasure Hunt.