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PRESS RELEASE:

World Fair Trade Day 2012 Statement

Fair Trade will be celebrated on 12 May 2012 in diverse places and cultures across the globe. Various events are organized in more than 70 countries in Africa, Asia, Europe, Latin America, North America and Pacific Rim. Leading the celebration are members of the World Fair Trade Organizations (WFTO) that have pioneered Fair Trade for more than five decades.

The **World Fair Trade Day** is an initiative of the **World Fair Trade Organization (WFTO)** that takes place on **12 May 2012**. It is a worldwide festival of events celebrating Fair Trade as a tangible contribution to the fight against poverty, climate change and the economic crisis that has the greatest impact on the world's most vulnerable populations. A third of the world's population lives on less than two dollars a day. The global crisis confirms the need for a fair and sustainable economy locally and globally. Trade must benefit the most vulnerable and deliver sustainable livelihoods by developing opportunities for small and disadvantaged producers. Millions of producers and traders, business and policy makers, supporting organizations and volunteers have contributed to the substantial growth of Fair Trade.

Fair Trade makes a change. Fair Trade Organizations are pioneers and change makers.

Fair Trade producers, their organizations, local and international marketing organizations, exporters, importers, wholesalers, retailers, volunteers and citizens will celebrate Fair Trade in diverse events worldwide. On the frontlines are women, indigenous peoples, artisans, farmers and workers, who give testimony of the benefit of Fair Trade in their lives, a good reason to go out and celebrate World Fair Trade Day.

In Bangladesh, thousands of artisans and small producers will go out with colourful banners and drums in the streets of Dhaka to celebrate Fair Trade. The government in Bolivia will also celebrate Fair Trade Day with indigenous producers and marketers. In Kenya, the Kenyan Federation for Alternative Trade will commemorate the day with tree planting, while South Africa will have a flashmob and picnic in the Green Point Park.

Across Europe, Fair Trade will be celebrated with food, live music, campaigning and an attempt to break the Guinness record. In addition to live music and drumming, Norwegians will attempt to break the record by collecting as many people as possible in one giant pair of Fair Trade underwear in Bislet Stadium. This record was set by Australia with 89 people. In Germany, the association of German World Shops will collect messages from consumers to support small farmers' commitment to sustainable production. The Polish Fair Trade Association will gather messages of support for Fair Trade through snapshots with speech bubble hosting the text, 'I Support Fair Trade'.

In North America, Fair Trade shops in the US are offering discounts, wine tasting, and even henna tattoos. So visit your nearest shop now. Canada will have Fair Trade bazaars, music, food and drinks with local officials and representatives of various organizations.

Palestine will also be joining in the celebration. Together with the Palestinian Ministry of Tourism, WFTO members in Palestine will hold an open day for Fair Trade. The Institute for Community Partnership of the Bethlehem University and Bethlehem Fair Trade Artisans will bring producers, government officials, volunteers, students and the public in the heart of Bethlehem to discuss Fair Trade and the Fair Trade movement in Palestine. The public event will be officially opened by the Minister of Tourism. The Fair Trade Principles will be translated and published in the leading newspaper and broadcasted by the local TV station for all to read and view with an open invitation.

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These are samples of the many events that will take place on World Fair Trade Day. We invite you to be part of it. Please go to your nearest Fair Trade store and inquire how you can get involved. You can also follow us on Facebook and Twitter, or visit our website to learn more **www.WFTDay.com**.

Fair Trade has made change, and will continue to do so.

Fair Trade Organizations work collectively together to ensure fair wages and sustainable livelihood for small producers. The **World Fair Trade Day** is a worldwide appeal to **consumers** to include Fair Trade in their shopping bags, **businesses** to incorporate Fair Trade in their supply and offices, and **local authorities and national governments** to include Fair Trade in public procurement.

Fair Trade has made good impacts on the lives of several million small producers worldwide and their communities.

The **World Fair Trade Organization** (WFTO) is the global network of Fair Trade Organizations in 71 countries worldwide, with regional networks in Africa, Asia, Latin America, Europe and North America/ Pacific Rim.