



Contact: SETH WISPELWEY  
Organization: FAIR TRADE BOSTON  
Phone: 617.800.5540  
Email: seth@fairtradeboston.org  
Web: fairtradeboston.org/events

\*\*\*FOR IMMEDIATE RELEASE\*\*\*

## BOSTON TO CELEBRATE WORLD FAIR TRADE DAY, MAY 8 Fair Trade Boston Organizes Events On May 8 Throughout Greater Boston

**BOSTON, MA, April 26, 2010** – Fair Trade Boston, a campaign of the Boston Faith and Justice Network, is organizing and promoting special events at fifteen locations around Greater Boston to celebrate World Fair Trade Day on Saturday, May 8. **Boston Faith and Justice Network**, started in 2006, is a community of Christians seeking justice as an expression of faith through personal, community and public policy change. **Fair Trade Boston** is a coalition of church teams, student groups, and ethical businesses working to widely increase the availability and use of Fair Trade products throughout the Greater Boston area, with a primary goal of officially declaring Boston a Fair Trade Town.

Participating locations include Ten Thousand Villages (Brookline and Cambridge), Ben and Jerry's Ice Cream (Newbury St), Crossroads Trade, Equal Exchange Café, Flat Black Coffee Company (Dorchester), JP Licks Ice Cream (Cambridge, Brookline and Jamaica Plain), Haley House Bakery Café (Roxbury), Harvest Co-op Markets (Jamaica Plain and Cambridge), Hope Central Church, Mariposa Bakery, City Feed and Supply (Centre St) and Autonomie Project. Between 10:00am and 3:00pm on May 8, these businesses and others will be offering Fair Trade-related promotions and discounts, music and educational presentations, Fair Trade food and drink samplings, and much more.

"This year's World Fair Trade Day will offer Bostonians unique and eye-opening engagement with the rich array of people and places committed to making our fair city exactly that." said Seth Wispelwey, World Fair Trade Day Organizer for Fair Trade Boston. "This year we are organizing and supporting Fair Trade events throughout Boston, Cambridge and Brookline through a "Fair Trade Crawl." This event is designed to connect ethical businesses and likeminded consumers who plan to partake in the day's events or just happen to stop by."

### Here's how it works:

- On May 8, Fair Trade supporters will receive a card at stores hosting a World Fair Trade Day event and promotion.
- Each card will list the participating businesses where customers can learn more about Fair Trade and engage in the many exciting things that businesses are doing to highlight their commitment to Fair Trade.
- Consumers will obtain a unique mark on their card for each location they visit.
- Consumers who visit 4 locations or more will be entered in a drawing with special Fair Trade prizes provided by Boston-area Fair Trade businesses.

One example of a Fair Trade stop people can make will be Ben and Jerry's on Newbury Street. The Ice Cream vendor, which as a company is committed and working towards making *all* of their ingredients Fair Trade, will be hosting an event jointly with Boston-based Autonomie Project, which (more)



sells Fair Trade clothing and footwear. "There will be two bands playing throughout the day, with Autonomie Project goods for sale outside," said Anne O'Loughlin, founder and owner of Autonomie Project. "For our featured promotion, a customer will receive a free cone from Ben and Jerry's when they buy a pair of our flip-flops, or a discount on our items when they buy a Fair Trade ice cream flavor. We're calling it 'Kick Off Your Fair Trade Summer.'"

"We are absolutely thrilled that so many influential and conscientious Boston businesses are participating in World Fair Trade Day this year," said Ryan McDonnell, Executive Director of the Boston Faith and Justice Network. "By participating in this annual event, businesses show their support of fair wages and labor standards for farmers, and environmental benefits for a healthy planet."

The businesses and venues sponsoring World Fair Trade Day events are all committed vendors of Fair Trade Certified™ products and expanding their availability and use in Boston.

---