

Leek CSOB Buck's Play It Fairtrade

Stokieshazer's Fair Trade in Football Campaign, travelled to Staffordshire Moorlands recently, aiming to gain a fairer deal for football stitchers.

Leek CSOB Bucks were the first club in this region to support the campaign. Founder Sharron (Stokieshazer) Hardwick, frequent visitor to the Moorlands, told Buck's Sam Wainwright, Cheddleton, about the campaign. Sam invited Buck's club coach, Shaun Tunnicliff, to get involved, Shaun agreed. Sharron presented a Fairtrade football to the team, who wore their newly sponsored kit for the first time.

Power League Division 2 four times champions Happy Day's, also received a Fairtrade Football for training during a recent 19-13 victory. Daniel Hughes scored 7 goals after inviting Sharron to present the Fairtrade ball. The Power League, like the F.A. , has specific ball sponsors, preventing them from using Fairtrade balls. Moorland Church and Youth leaders are booking similar visits.

Despite living in Wales Sharron, a keen Stoke Fan, works as a match day steward for Stoke City FC. She is in talks with SCFC Media Manager, Collin Burgess, who has been very supportive of the campaign. Volunteering for Fair Trade Wales and Tearfund, her role includes visiting schools, football clubs, and writing press releases promoting Fair Trade.

"My faith, passion for football, fairness; working for SCFC, compel me to act. I buy Fairtrade footballs with my SCFC wages to give to clubs and schools. Lots have joined my campaign; buying Fairtrade balls, playing Fairtrade matches and writing letters asking others to do the same." shared Sharron.

Around 80% of association footballs are made in Pakistan. Many are unaware that minimal wages trap football stitchers in poverty. Despite attempts to eliminate child labour in football production since 1997, some families still keep children out of school to stitch balls.

Stokieshazer's Fair Trade in Football Campaign explains how Fairtrade football stitchers have fairer wages, better working conditions, using methods

best for the environment; ensuring no forced or child labour that keeps children out of school. Fairtrade Community Premiums provide extra money for the community's needs.

“Without Fairtrade stitchers work for as little as 22p per ball; making up to 4 a day. Compare this wage to ours, then to Premiership footballers, it's simply NOT FAIR! Fairtrade provides a living wage, transforming people's lives and communities. I Thank CSOB Bucks and Happy Days, for helping to raise awareness. ” concludes Sharron.

Join **Stokieshazer's Fair Trade in Football Campaign** on Facebook
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Buy Fairtrade balls: www.thefaircorp.com



