



Facebook SuperBadger's For Tearfund

1. SuperBadger is Tearfund's revolutionary Facebook application, hoping to unite thousands of Facebook users in the fight against global poverty. SuperBadger is part of Tearfund's movement to eradicate poverty through a worldwide network of 100,000 local churches, and 1 million radical disciples. Their ten-year vision is to see 50 million people released from material and spiritual poverty.

Tearfund's SuperBadger enables users to send pre written emails, direct from their Facebook profile, to the people who make key decisions affecting those living in poverty. Users can choose to personalise the emails with their name and email address to have a greater impact on the decision maker.

'Whether it's badgering politicians about climate change or badgering supermarkets to stock more Fair trade products, I hope Pembrokeshire people will join us. We all need to be in the movement of Facebook badgers!' says Sharron Hardwick, Tearfund's Media Officer for Pembrokeshire and Demonstrator ranked SuperBadger.

Recent badgering emails have been sent to Badger the African Union to ensure a fair outcome for Zimbabwe; Badger Homebase to phase out patio heaters; Badger the UK government to prioritise children affected by AIDS and to Badger Hilary Benn to promise 80% CO2 cuts.

Roughly every two weeks a new 'badger' will be uploaded, and taking it will give you sett points and improve your rank. Ranks are as follows:Supporter, Messenger, Demonstrator, Activist, with the top rank of Super Badger. Since the launch in October the SuperBadgers have just passed a grand total of 36,000 badgers sent.

'One success for the badgers was that Thorntons, having recently written to SuperBadger HQ, say that they will be stocking a range of Fair trade products from the summer. They have also said they'll consider stocking Fair trade Easter eggs from 2009. Thank you so much to all of you who took action; and to all the people over the years who have been asking Thorntons why they don't stock Fairtrade. ' continues Sharron Hardwick.

SuperBadger is a fun way of taking action against serious problems. If you would like to become a SuperBadger visit www.facebook.com (Facebook profile required) and search for 'SuperBadger'. To start badgering click on the website link:

<http://apps.facebook.com/superbadger>

For more information on Tearfund's SuperBadgers:
www.tearfund.org/Campaigning/SuperBadger



Together we can make a difference