

## **Take A Step This Fairtrade Fortnight**

Fair Trade Wales Voluntary School's Speaker and Tearfund Media officer, Sharron Hardwick is encouraging Pembrokeshire to **Take A Step** for Fairtrade in 2012. Fairtrade Fortnight (**27 February – 11 March 2012**) kicks off a whole year of events to take Fairtrade further.

"Fairtrade Fortnight's an excellent opportunity for individuals, schools, The Church and other organisations to *Take A Step* for Fairtrade. Start planning your activities, download your essential guide and wall planner via [step.fairtrade.org.uk/](http://step.fairtrade.org.uk/)." Says Sharron.

**Tenby Junior Community School**, seeking to become a Fairtrade School, are taking Fairtrade steps by inviting Sharron to re-visit with her Fair Trade in Football Campaign this Fairtrade fortnight. Sharron expresses "Many thanks to Head Mistress Mrs Llewellyn, and Mrs Nancy Dowell for Tenby Junior's steps for Fairtrade."

Fairtrade School, **Tavernspite Primary**, are planning Fairtrade routes for 2012. After a request from Fair Trade Wales, Tavernspite's Class 2 invited Sharron to share more about her Fair Trade in Football Campaign. Pupils wrote questions for Fairtrade football producers which have been sent to Fair Trade Wales, for Martha Musonza Holman. Martha hopes to meet owners, and workers, of a Fairtrade Football factory in Pakistan to create a short film, including Class 2's questions, about the making of Fairtrade footballs.

Already visiting Tenby, Tavernspite, Hubberston, Johnston and Neyland Schools, and Kilgetty AFC Second Team, Sharron notes growing interest in Fairtrade, believing Pembrokeshire's steps are building.

Millions of people in developing countries, who depend on farming, are trapped in poverty by the rules of world trade, keeping those at the start of supply chains powerless to earn enough to cover their costs, with nothing to save for their families. With just one step we can be part of changing this.

"Choosing Fairtrade offers farmers and workers a better chance to work their way out of poverty, through fairer wages, safer conditions at work and a little extra, called the Fairtrade premium, to invest in projects to improve life for their whole community." says the Fairtrade Foundation.

The Fairtrade Foundation are asking for 1.5 million steps for Fairtrade in 2012. Every single step counts, because together they lead to life-changing projects in developing countries.

Sharron thanks those who support her Fair Trade in Football campaign for making steps here, and in Stoke-On-Trent, where she has made links with Church groups and Stoke City FC's Head of Media, Colin Burgess, to promote Fair Trade in Football.

“Why not invite a friend out for a Fairtrade coffee, organise a school Fairtrade food tasting session, tell your friends about your favourite Fairtrade product and join my Sharron Stokieshazer Hardwick Fair Trade in Football Campaign on Facebook, take The Fair Traders Cooperative *Keepy Uppy Challenge*. Buy Fairtrade tea bags/coffee at home and at work, join a local campaign group, ask your local shop to stock more Fairtrade choices. *Take A Step*, make a difference in 2012.” encourages Sharron.

Register your steps at [step.fairtrade.org.uk/](http://step.fairtrade.org.uk/) Join the Keepy Uppy Challenge at [http://www.thefairtraderscooperative.co.uk/cust/Keepy\\_Uppy\\_Challenge.pdf](http://www.thefairtraderscooperative.co.uk/cust/Keepy_Uppy_Challenge.pdf)

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