

## **Fair Trade In Football Campaign's New Logo**

After numerous presentations, receiving over 200 logo design entries, three visits to Stoke City Football Club's Training Ground with Head of Media Colin Burgess and Competition Judge, SCFC Midfielder Brek Shea; Sharron Stokieshazer Hardwick's ***Fair Trade in Football Campaign*** has it's brand new Logo!

St Aidens, Neyland, Tavernspite and Tenby Junior schools; New Life Christian Fellowship; Narberth Messy Church and Scouts took part in the ***Design A Logo Competition*** for the ***Fair Trade in Football Campaign*** in March. All have been eagerly waiting to see the results.

Competition Judge, Brek Shea (USA) chose 3 winners: Aiden from Tavernspite CP School, Alfie and Harrison from Tenby Juniors. Their logos, all on the theme of The Globe, have been campaign logo which features on *The Fair Trade in Football Campaign* banner and business cards, funded by ***Fair Trade Wales*** grants scheme via the ***Welsh Assembly Government***. "The Design A Logo Competition has taken us on an amazing journey. The fact that Premiership Players have been talking about Fair Trade in Football is all down to the hard work and dedication to fairness of all involved. The guys at Modern Print have been brilliant in producing our brand new Fair trade in Football Campaign Logo, banner and cards. I'm so pleased, they're AWESOME!" shared Sharron Hardwick.

The new logo, banner and business cards will be used to speak up for football stitchers working in football production capital, Pakistan, who often receive less than a living wage (around 20p per ball). This traps families in poverty, forcing them to keep their children out of school. Fairtrade Football stitchers are not only paid a fair wage, with safe working conditions and methods best for the environment; the Fairtrade premiums help improve communities too; so far paying for a modern medical clinic, with two full time doctors, free prescription medicines and more.

The three winners will be receiving a certificate and copy of the new logo, including goods signed by Brek Shea, a Fairtrade Football and other Fairtrade goodies during whole school assemblies, before the end of term.

"This is just the beginning. Now we have to take the campaign even further, to show the red card to injustice and blow the whistle on unfairness. It will be a tough journey but I know we can do it; step by step, ball by ball - ***Together We Can Make A Difference!***" concludes Sharron.

Thanks are expressed to: Modern Print & Design, Fair Trade Wales, Stoke City players Cameron Jerome and Jonathon Walters (featured on the banner with Fairtrade Footballs); Jamie Lloyd ([www.thefaircorp.com](http://www.thefaircorp.com)) and Kilgetty Co-operative for donating Fairtrade Prizes. Special thanks to: Colin Burgess, Brek Shea and all the schools and organisations involved.

**For more information or a school / club visit go to:**

**[www.fairtradeinfootball.com](http://www.fairtradeinfootball.com) Email: [fairfootball@outlook.com](mailto:fairfootball@outlook.com)**

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