

## Fair Trade In Football Campaign Gains Award

A locally supported Fair Trade in Football Campaign has received an award from ***Fair Trade Wales*** for Innovative Campaigning.

The campaign is growing thanks to valued support from schools including: St. Aidens, Hubberston, Neyland, Roch, Saundersfoot, Tenby and Tavernspite Community Schools; and from Jeffreyston Mother's Union; Pembrokeshire and Staffordshire Churches, armature football clubs and Premiership football Club, Stoke City.

Campaign founder Sharron (*Stokieshazer*) Hardwick was pleased to receive the award, and attributes it to all of those involved: "I am amazed at how the campaign has gained such amazing support. It's thanks to the hard work and dedication to fairness from local schools, teachers, individuals, and organisations like ***Fair Trade Wales***, that support and interest for Fair Trade in Football is growing."

Last year The Right Honorable Carwyn Jones, First Minister, expressed how he would like to see the Fair Trade in Football campaign reach schools across Wales; the Welsh Assembly now provide campaign funding via a Fair Trade Wales grant. Colin Burgess (Stoke City Head of Media) and professional footballers: Brek Shea, Cameron Jerome and Jonathon Walters have shown excellent support; especially during the recent Design A Logo Competition where they helped to choose a logo for the Fair Trade in Football Campaign.

The Innovative Campaigning award was presented by Keith Davies AM, Llanelli, during the Fair Trade Nation Conference, during the 5 year celebrations since Wales became a Fair Trade Nation. Sharron led a Fair Trade in Football Workshop at the Liberty Stadium Conference, establishing new local, national and international connections. Other awards included awarded the ***Inspiring The Nation Award*** for [Martha Musonza Holman](#), with local Fairtrade supporter Bea Sutton receiving an honourable mention.

A page has been launched on the Fair Trade Wales Website headed: ***Fairtrade in Football: a football fan's campaign to change the beautiful game*** showing how: "lifelong Stoke City fan Sharron Hardwick tells us why her Fairtrade in Football campaign is about more than just a game."

"Each step for Fair Trade in Football helps improve the lives of the football stitchers, their families and communities. Ball by ball we can kick injustice out of football. Together we can make a difference." concludes Sharron.

**For school visits and more information about the Fair Trade in Football Campaign visit:** [www.fairtradeinfootball.com](http://www.fairtradeinfootball.com) email: [fairfootball@outlook.com](mailto:fairfootball@outlook.com) call: 07714005941.



