

Local Logos In Premiership Hands

Logos designed by local young people are now in the hands of Stoke City Premiership Football Club players, waiting to be judged.

St Aidens, Neyland, Tavernspite and Tenby Junior schools; New Life Christian Fellowship; Narbeth Messy Church and Scouts all took part in **A Design A Logo Competition for *Stokieshazer's Fair Trade in Football Campaign***.

The Campaign, founded by Sharron Hardwick, is supported by **Fair Trade Wales**. Those involved are speaking up for football stitchers working in football production capital, Pakistan. Workers hand stitch 4 to 5 footballs a day; receiving less than a living wage (around 20p per ball) families are trapped in poverty, forcing them to keep their children out of school.

Sharron said: "I'm a massive Stoke City fan and love football. One thing I don't love is unfairness. It's terrible that as we enjoy watching matches, football stitching families struggle to survive, despite working hard. This has to stop!"

To change this Sharron buys Fairtrade footballs from **Fair Corp**, donating them to supporters. In 2004 Jamie Lloyd imported the first 500 Fairtrade certified footballs with Fair Deal Trading. His growing company was renamed Fair Corp in 2011, with co-founder John. Fair Corp's Fairtrade sportswear and balls combine environmental sustainability with social justice.

As demand for Fairtrade grows, increasing lives are transformed. Fairtrade Football stitchers are not only paid a fair wage, in safe working conditions, with methods best for the environment; Fairtrade premiums are also helping to improve communities:

"Fairtrade football premiums have paid for a modern medical clinic, with two full time doctors and free prescription medicines. The premiums also pay for microcredit loans so that Fairtrade football stitchers can start their own small businesses..." Fair Corp.

Sharron recently met with Stoke City's Head of Media, at Stoke City's Clayton Wood's Training Ground, talking at length about the campaign and logo competition.

Colin arranged for Sharron to meet Stoke City's Brek Shea, USA, who has his own art studio, to discuss judging the competition. The campaign's aim is to raise awareness, promoting Fair Trade in Football, during the visit Sharron spoke to Stoke striker Cameron Jerome about Fairtrade:

"My dream is that football will one day be 100% Fairtrade. The young people involved in my campaign are really helping to make a difference. Having the support of Stoke City Football Club's Head Of Media, Colin Burgess, is priceless. Now that Brek has agreed to choose the winning logo and with Cameron Jerome showing such keen support, I hope this will open new doors of opportunity. I even got to talk to Peter Crouch; it was a very exciting visit!"

Concludes Sharron

A return visit to Clayton Woods is planned for May; with opportunities to talk to more players about Fairtrade and discover the winning logo.

The competition winner will receive prizes, including a signed Fairtrade Football, donated by Fair Corp, and their logo will be produced on the campaign's official promotional materials.

For information visit: www.facebook.com/groups/fairtradeinfootball/
www.thefaircorp.com www.fairtradewales.com



