

Brek Shea's Local Logo Choices

On a return visit to Stoke City's Clayton Woods Training Ground Sharron (Stokieshazer) Hardwick, founder of the *Fair Trade in Football Campaign*, was another step closer to obtaining a campaign logo.

Hundreds of children from Tenby Juniors, Neyland, St. Aiden's and Tavernspite Schools, with New Life Christian Fellowship, Narberth Messy Church and Scouts entered the Design A Logo Competition.

The highly commended logos, selected by Sharron and Fair Trade Wales, made it into a folder which was handed in to Stoke City's Brek Shea last month. Brek took the folder away and studied the logos with his artistic eye. Brek is also an artist, founding *Left Foot Studio*, USA.

The folder also contained information about football stitchers and the difference that producing balls to Fairtrade standards makes to their lives; guaranteeing fair wages, safe working conditions, with no forced or child labour, using the best methods for the environment. Fairtrade helps improve local communities, providing a premium often used to develop schools, clean water and sanitation, medical care or whatever is needed.

Brek revealed that he had three favourite logos, all on the same theme. "When I asked Brek for a favourite, he just couldn't choose. So we have three winners!" exclaimed Sharron.

Local environmentally conscious printing company, *Modern Print*, Pembroke Dock, have given excellent expert advice with the business card and banner layout designs. Their artists are at work combining the three winning designs to produce a final campaign logo. One winner was announced, in a whole school assembly, as 10 year old Aiden from Tavernspite CP. The remaining two will be revealed in a school assembly in June.

"It's all very exciting; we can't wait to see the final logo!" said Tristan, Fair Trade Wales. Tristan and Helen from Fair Trade Wales are impressed with the children's response to the Fairtrade Foundation's challenge to take support of Fairtrade further; this is exactly what these children have done for the Fair Trade in Football Campaign. Fair Trade Wales are helping finance the campaign through their grant scheme; which this year is being used to purchase promotional materials and further Fairtrade footballs to be given away to schools and clubs supporting the campaign.

Stoke City's Head of Media, Colin Burgess, suggested Brek was the man to judge the logos. Colin organised the judging, always showing excellent support:

"We can not thank Colin Burgess enough. This competition has generated lots more interest for Fair Trade in football. Having Stoke City players like Brek Shea, Cameron Jerome and Jonathan Walters endorsing the campaign and Fairtrade footballs, gives Fair Trade in Football further credibility, attracting attentions. Colin's support is priceless." concluded Sharron and campaign supporters.

The final logo design will appear on campaign business cards and a banner; and will be used in many other ways to promote Fair Trade in Football. The three winners will be presented prizes, and the 50 highly commended entrants will receive a certificate and Fairtrade badge.

For more information visit: fairtradewales.com, for a school or club visit Email: fairfootball@outlook.com or call 029 2080 3293.



