

## Design A Logo Competition For Fair Trade Football

Pembrokeshire schools, youth and Church groups are invited to take part in a competition, supported by Fair Trade Wales, to Design A Logo for Sharron (***Stokieshazer***) Hardwick's ***Fair Trade in Football Campaign***.

The aim of the competition is to ignite enthusiasm and support for Fair Trade in football, and to design an original logo for the campaign. The winning logo will be produced by a local, environmentally conscious printing company, on official campaign materials. These will be used to promote Fair Trade in Football and the use of Fairtrade Footballs, locally and nationally.

Since Voluntary Fair Trade Wales School's Speaker, Sharron Hardwick launched the Campaign in 2011 at **Tavernspite CP School; Roch, Hubberston, Saundersfoot, Castle, Tenby Juniors, St Aiden's and Neyland** School's have added their support. Pupils have taken action, seeking fairness for football stitchers, who often receive less than a living wage; trapping families in poverty, keeping children out of school. Schools involved have bought and played with Fairtrade footballs; some have written to the Football Association asking them to consider using Fairtrade footballs.

Fairtrade Football stitchers can provide for their families and communities because Fairtrade guarantees: a fair wage, safe working conditions, with practices best for the environment; whilst providing a premium to help develop the community.

First Minister, Rt. Honourable Carwyn Jones expressed support for the campaign and was pleased with local schools' involvement. Mr Jones presented a certificate to Tavernspite CP School, during last year's Eisteddfod, who were Highly Commended in The Margaret Demidecka Fairtrade Awards, for their work promoting and supporting Fair Trade in Football.

"Our school is passionate about Fairtrade. We have enjoyed supporting Sharron Hardwick's Fair Trade in Football campaign and are very grateful for all her support and help. We hope that our actions can help to take the campaign further. We will continue to raise the profile of Fairtrade as our whole school community are completely committed to the campaign." said Headteacher, Kevin Phelps

This Fairtrade Fortnight, 25<sup>th</sup> February – 10<sup>th</sup> March, The Fairtrade Foundation are continuing the ***Take A Step Campaign***, asking supporters to: ***Go Further for Fairtrade***.

"Local schools have been amazing, taking lots of steps to support and promote Fairtrade. We want to take the Fair Trade in Football Campaign further. The Design A Logo Competition is one way which local Schools and youth Clubs can get involved." Said Sharron Hardwick.

Youngsters were particularly excited to hear who would be judging the competition:

"I spoke to ***Stoke City's*** Head of Media, Colin Burgess, to ask if someone would judge the competition. Colin agreed to ask Stoke City Premiership footballer, and artist, ***Brek Shea; with Peter Crouch and Michal Owen*** to pick the winner. " Shared Sharron.

Tavernspite CP, Neyland Community, Tenby Juniors and St. Aiden's School's and Narberth Scouts are taking part, with Young Life Pembrokeshire, Saundersfoot and Roch School's expressing an interest too.

For information or a Fair Trade Wales's Schools visit Tel: 02920 803293, email: [helen@fairtradewales.org.uk](mailto:helen@fairtradewales.org.uk) . For all groups or individuals working with under 18's who would like to enter the competition PowerPoint presentations and official entry forms are available. **COMPETITION DEADLINE 31st MARCH.**

Together we can make a difference.



