

PRESS RELEASE

FROM: Fiona Bruce MP for Congleton Constituency

DATE: 20th October 2010



Fiona Bruce MP celebrates 500th Fairtrade Town

To celebrate the imminent naming of 500th Fairtrade Town, Fiona Bruce MP, has today backed motion in Parliament to recognise the achievement of Fairtrade campaigners in Alsager, Congleton, Sandbach and across the country.

The identity of the 500th town will be announced on 1st November, coinciding with the end of 500 mile bike-ride being organised by supporters to make the occasion, ending in Cardiff, the 1st Fairtrade capital.

Fiona Bruce MP said:

“I wish to offer my congratulations to everyone who has helped make the Fairtrade Town movement the success it is.

“Fairtrade Towns have been incredibly important in mobilising communities across the country, and to help consumers realise the positive impact they can have in making sure the poorest farmers in the world get a fair price for their harvest.

In the Congleton Constituency, Alsager, Congleton and Sandbach have set the example and Middlewich is working hard to gain the same status. I also hope that this further positive development will encourage Cheshire East Council to agree to become a Fair Trade Authority following my recent representation to the Chief Executive”.

NOTE TO EDITOR

- A Fairtrade Town is a town, city, village, county, zone, island or borough that has made a commitment to supporting Fairtrade and using products with the FAIRTRADE Mark. Any area can work towards Fairtrade status. Community organisations, faith groups, businesses, schools and individuals all contribute to making their area a Fairtrade Town by pledging to do what they can to support Fairtrade and promote the FAIRTRADE Mark.

- Fairtrade is about better prices, decent working conditions, local sustainability, and fair terms of trade for farmers and workers in the developing world. By requiring companies to pay sustainable prices (which must never fall lower than the market price), Fairtrade addresses the injustices of conventional trade, which traditionally discriminates against the poorest, weakest producers. It enables them to improve their position and have more control over their lives.

- For a full list of current Fairtrade towns see: <http://bit.ly/fairtradetowns>

Picture: Fiona Bruce MP with representatives from the Congleton Fair Trade Group.

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