**Press release**

**[*remove italics and adapt template to suit your needs*]**

***[date]***

**TITLE OF YOUR EVENT (eg. [*Town name*]’s *Big Fairtrade Breakfast*)**

*Your press release should cover: WHO, WHAT, WHEN, WHERE, HOW and WHY.*

*For example:*

(**WHEN**) On [*Date of event*], (**WHO**) [*Name of Town*] Fairtrade Town Group and [*Name of School*] **(WHAT)** will be hosting a Big Fairtrade Breakfast as part of this year’s Fairtrade Fortnight.

**(WHERE)** The breakfast will be held in the school hall at [*Name of School*].

**(HOW)** Come down at [*Time*] on [*Day*] and enjoy a cup of Fairtrade tea, coffee or cocoa and a Fairtrade fruit salad or a Fairtrade chocolate muffin.

**(WHY)** People across the country will be taking part in Big Fairtrade Breakfasts during Fairtrade Fortnight this year to show government, businesses and consumers how strongly the UK believes that no farmer or worker should go hungry.

Fairtrade helps small-scale farmers ensure they earn stable incomes and have long-term contracts with companies. In addition, they earn the Fairtrade Premium, which they invest as the farmer-owned co-operative democratically chooses, in projects that will benefit their business or community.

Today, more than 1.5 million farmers and workers across more than 74 developing countries benefit from the international Fairtrade system, but there is still a long way to go.

*You may want to include a quote or an interesting fact about your event:*

*Eg.* Headteacher Sally Evans says, “The students have learnt so much from working with [*Name of Town*] Fairtrade Town Group. They have loved arranging the Big Fairtrade Breakfast and showing the community that Fairtrade means supporting farmers and workers to put food on their table, all year round.”

*Or:* Peter Jenkins, Chair of [*Name of Town*] Fairtrade Town Group, says, “It has been fantastic working with the students on this event – they have such a great understanding about Fairtrade and they have brought so much enthusiasm to every meeting.”

Big Fairtrade Breakfasts will be happening across the UK during Fairtrade Fortnight which is from Monday 29 February to Sunday 13 March. To find out more visit [www.fairtrade.org.uk/fortnight](http://www.fairtrade.org.uk/fortnight)

– ENDS –

For more information please call [*insert name*], on [*insert phone number*] or email [*email address*].

*The end section should include any additional information ­­that the media might want to know. For example:*

**Notes to editors**

The Fairtrade Foundation is an independent certification body which licenses the use of the FAIRTRADE Mark on products which meet international Fairtrade standards. This independent consumer label appears on products to show that disadvantaged producers are getting a better deal from trade. Today, more than 1.5 million people – farmers and workers – across more than 74 developing countries benefit from the international Fairtrade system.

Over 5,000 products have been licensed to carry the FAIRTRADE Mark in the UK including coffee, tea, herbal teas, chocolate, cocoa, sugar, bananas, grapes, pineapples, mangoes, avocados, apples, pears, plums, grapefruit, lemons, oranges, satsumas, clementines, mandarins, lychees, dried fruit, juices, smoothies, biscuits, cakes & snacks, honey, jams & preserves, chutney, rice, quinoa, herbs & spices, seeds, nuts, wines, ales, rum, confectionery, muesli, cereal bars, ice-cream, flowers, sports balls, sugar body scrub and cotton products including clothing, homeware, cotton wool, olive oil, gold, silver and platinum.

Awareness of the FAIRTRADE Mark continues to be high in 2014, at a level of 78%. Estimated retail sales of Fairtrade products in 2013 exceeded £1.7 billion, a 12% increase on sales of £1.53 billion in 2012.