

FOR IMMEDIATE RELEASE

World Fair Trade Day 2015 Press Release

Be an Agent for Change

The World Fair Trade Organization celebrates the **World Fair Trade Day** on **9 May 2015** with Agents for Change worldwide! Everyone who is making a difference, supports change and is interested in becoming an **Agent for Change** is welcome to participate in our celebration. In fact, we want you to be part of our change-making mission.

Fair Trade is change. Fair Trade products and the people in the Fair Trade supply chain are making a difference every minute, every time a Fair Trade product is purchased. Backed by consumers who believe in their purchasing power, Fair Trade makes positive change every day.

“Fair Trade is unstoppable. It’s a growing solution to fight poverty, social injustices and climate change. Many companies and organisation worldwide are embracing Fair Trade and sustainable practices because of the growing demand for a sustainable future for all of us. At WFTO alone, Fair Trade Organisations are growing with an overall sales turnover of over €430 million for 2014. And every month we are expanding as more and more organisations are joining the Fair Trade movement and the WFTO network.” – Rudi Dalvai, President of WFTO.

This year and the coming years of 2016 and 2017, WFTO will embark on a mission to invite more people, products, brands and organisations to be ‘Agents for Change.’

“We are going to expose and uncover people, products or other initiatives that are making positive change through Fair Trade. The world is a diverse place, with countless initiatives for change taking place on the ground. We want to hear your stories. And we want other people to emulate your stories of change. Join us in our ‘Be an Agent for Change’ campaign and we will celebrate World Fair Trade Day with you on 9 May 2015.” – Natália Leal, Chief Executive of WFTO.

We call on change makers worldwide to come out and tell us your stories. Bring along your friends and family in our campaign ‘Agents for Change!’

We have a webapp to help you bring in your Agents out in the open. It’s a fun app (click wfto.com/wftday) that you can use to publicise your own Agents for Change. The social media ‘Share’ buttons can help you disseminate the information of your Agents to your own social network. It’s an easy and simple process:

- **select** an image of your Agent,
- **upload** it with a brief information about your Agent, and
- **share** it among your social media network!

How people can support this World Fair Trade Day:

- Use our web app and BE an Agent for Change;
- Share your photos on all your social media channels using hashtags #AgentChange #FairTrade and #WFTD2015
- Ask your friends and family to support Fair Trade and be Agents for Change;
- Organise a World Fair Trade Day event in your community and publicise your event on our website http://bit.ly/WFTDAY_Calendar
- Be a Fair Trade consumer for life;
- Help us spread the word of Fair Trade by following our social media channels: Facebook, Twitter, Google+, LinkedIn and YouTube



**WORLD
FAIR TRADE
DAY 2015**



Notes to Editor:

The **World Fair Trade Day** is an initiative of the **World Fair Trade Organization (WFTO)** that takes place on the second Saturday of May of each year. It is an inclusive worldwide festival of events celebrating Fair Trade as a tangible contribution to the fight against poverty and exploitation, climate change and the economic crisis that has the greatest impact on the world's most vulnerable populations. The global crisis confirms the need for a fair and sustainable economy locally and globally. Trade must benefit the most vulnerable and deliver sustainable livelihoods by developing opportunities for small and disadvantaged producers. Millions of producers and traders, businesses and policy makers, supporting organizations and volunteers have contributed to the substantial growth of Fair Trade globally.

For high resolution images, interviews and other queries, please contact Michael Sarcauga through email michael@wfto.com or give us a call +31345536487.



#AgentChange #WFTD2015 #FairTrade

**'BE AN AGENT
FOR CHANGE'**



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www.wfto.com/WFTDay

Maw Pleh Meh
Refugee Change Maker

Maw Pleh Meh is a Burmese refugee, and a Fair Trade producer of WEAVE. Being forced to live in a foreign land, she is weaving change in her new home.

**TRADE FOR
CHANGE**