



FOR IMMEDIATE RELEASE

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BOSTON OFFICIALLY DECLARED A 'FAIR TRADE TOWN' **Fair Trade Boston throwing "Fair Trade Block Party" on Friday,** **September 10 to Celebrate Hard-Earned Designation**

BOSTON, MA, August 16, 2010 – Fair Trade Boston, a campaign of the Boston Faith and Justice Network, is throwing a "Fair Trade Block Party" on the evening of Friday, September 10 to celebrate Boston's official designation as a Fair Trade Town. **Boston Faith and Justice Network**, started in 2006, is a community of Christians seeking justice as an expression of faith through personal, community and public policy change. **Fair Trade Boston** is a coalition of church teams, student groups, and ethical businesses working to widely increase the availability and use of Fair Trade products throughout the Greater Boston area. Fair Trade Boston's primary goal in 2010 was to achieve official declaration of Boston as a Fair Trade Town.

The event will take place from 5:30 pm to 7:30 pm at the Prudential Center Boylston Plaza and will feature free samplings of the wide variety of Fair Trade products now available in Boston. Participating companies include Autonomie Project Clothing Company, Ben & Jerry's, Equal Exchange, Flat Black Coffee Company, Green Mountain Coffee and more.

Being a Fair Trade Town means that in Boston city limits there are a significant proportion of businesses per capita selling Fair Trade products and institutions like churches and offices offering the same. It means having a vibrant coalition that meets regularly and plans interactive events that promote awareness, advocacy and engagement with Fair Trade. It means having a city council resolution passed in support of Fair Trade as an issue important to the government and residents of a city, with plans to implement that support in concrete ways. Thanks to Boston's commitment to the common good here and abroad, completing these criteria was as much a matter of illuminating the existing ethos of the city (represented by you) as promoting Fair Trade within it. Because of our city's rich history and heritage of upholding the rights of others and our richly diverse identity comprised of representation from all corners of the world, our fair city is now exactly that! This is not about "checking off a box," however. No, it is simply showing the country and world the care and commitment that already exists on this vital issue for improving the lives of millions. Please join us as we mark this success and move forward in deepening our community's connection to more conscious consumption and living.

"Fair Trade Towns" is an international movement focused on the promotion of Fair Trade education, advocacy and products in municipalities and urban centers around the world. By working to achieve a designation of "Fair Trade Town," conscientious citizen consumers develop a framework through which poverty reduction through trade justice becomes a holistic strategy and integral ethical commitment for those who purchase items like coffee, bananas, chocolate, clothing from abroad, and much more.

"Achieving the Fair Trade Town designation is no small or simple feat, especially for a city the size of Boston!" said Ryan Scott McDonnell, Executive Director of the Boston Faith & Justice Network. "Thanks to several months of intensive work, engaging events and relationship building by the coalition of congregations, student groups and ethical businesses that comprise Fair Trade Boston – I am extremely proud to speak for their efforts and officially declare our fair city exactly that."

The businesses and venues sponsoring and participating in "Fair Trade Block Party" celebration are all committed vendors of Fair Trade Certified™ products and expanding their availability and use in Boston.