

Fair-Trade Mother's Day High Tea

Media Release

25th March 2014

Women are encouraged to come together for the Fair-trade Mother's Day High Tea to make a positive difference for the homeless on Melbourne's streets.

The fifth annual Fair-Trade Mother's Day High will be filling the Melbourne Town Hall Supper Room with colour, hope and courage on Sunday 11th May from 11.30am – 1pm. This glamorous and empowering event, is an initiative of Moral Fairground, the Victorian-based social enterprise, supported by the City of Melbourne.

The Fair-trade Mother's Day High Tea aims to recognize and celebrate women who are an inspirational and valued member of the Australian community. Be surrounded by outstanding personalities, such as Jennifer Evans (Winner of 2012 My Kitchen Rules), Noelene Marchwicki (Master Chef 2013), Zoe Pook (Zoe Pook Jewellery), Kirra Fitzgerald (Psychologist, Youth Projects) and Melanie Raymond (Chair of Youth Projects). Melanie was named one of Australia's Top 100 Most Influential Women in the Westpac & Australian Financial Review 100 Women of Influence Awards 2012.



"This event makes Mothers Day even more special with women helping women while also honouring their mothers.

A homeless person in Australia is now more and more likely to be a younger than ever before, a female, and someone with children. Together we can help these women get their lives back on track".

Melanie Raymond BA(Hons)
MA(Hons) MAICD

The Fair-Trade Mother's Day High Tea will recognise the achievements of amazing women and create a positive direction for the homeless of Melbourne, by raising funds for Youth Project. Youth Projects is a Melbourne based charity supporting the homeless. All funds raised at the Fair-trade Mothers' Day High Tea will be donated to Youth Projects, to run a



specialist woman's clinic providing health care, connection to employment, training and social inclusion, thereby creating a positive pathway for women out of homelessness and fear. To contribute to the valuable work of 'Youth Projects', Zoe Pook Jewellery will be donating 10% of all proceeds from sales in May of a collection made specifically for this event and showcased on the day. All funds raised will be donated to the charity.

"It is when we come together as a group we can really make a difference. If we can be together on Mothers' Day and take time to recognise and celebrate the achievements of woman, as well as support those who are facing the challenges our world can bring, we are very fortunate. I feel honoured to be part of this event and to be contributing to creating a pathway for the homeless of Melbourne".

Zoe Pook

Owner, Zoe Pook Jewellery

The first Jeweller in Australia to be able to offer Fairtrade Gold

All women who attend the Fair-trade Mother's Day High Tea, will be spoiled with speeches from outstanding personalities, such as Jennifer Evans (Winner of 2012 My Kitchen Rules), Noelene Marchwicki (Master Chef 2013), an ecostore hand pampering session, a mother and child fair trade fashion show, a Fair Trade Goodie Bag, Recipe brochure and Fair trade rose.

In partnership with Youth Projects and City of Melbourne, Moral Fair Ground would like to recognize the achievements and positive direction of courageous women. An influential and empowering occasion during the 2014 Fair-trade fortnight.

Find out more about the Fair-trade Mother's Day Tea and the series of Moral Fairground events happening during the 2014 Fair-Trade Fortnight at: www.moralfairground.com.au

About Moral Fairground

Moral Fairground is a Melbourne-based social enterprise and organiser of the annual Fair-Trade Mother's Day High Tea, a key event during the 2014 Fair-trade fortnight. Having been operating with the ethical sector since 2009, Moral Fairground's aim is to create positive social impact by increasing economic opportunities and fairness within society – achievements met by creating avenues for enterprises to become more effective in delivering their social mission.