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## Media Release

For immediate release



## Victorians Join the Fair Trade Movement

Melbourne based organization, Moral Fairground, is once again running the Victorian Fair Trade Festival – a series of events designed for Victorians to celebrate the annual Fair Trade Fortnight. The festival takes place globally with events, festivals and activities happening all around the world, celebrating the Fair Trade movement and campaigning for justice in trade practices as well as promoting sustainable environment and social responsibility.

This year, Moral Fairground has organized a number of exciting events, taking place from Friday 8<sup>th</sup> to Friday 22<sup>nd</sup> May, 2015.

“Moral Fairground encourages all Victorians to embrace the activities that will be carried throughout Melbourne during Fair Trade Fortnight. The festival provides the opportunity to celebrate and learn about fair and conscious trading in an entertaining and interactive way. There will be markets, seminars, live music, art exhibitions, delicious food, and activities for the kids. The festival is a yearly reminder to the public that every purchase matters,” says Festival Director, Susanna Bevilacqua.

“Fair Trade Fortnight is an inclusive worldwide festival of events celebrating Fair Trade as a tangible contribution to the fight against poverty and exploitation.

“The small act of putting a fair trade product in your shopping basket or on your shop’s shelf assists vulnerable producers to lift themselves out of poverty. Every purchase matters.” says Chris Hartley, Executive Director of the Fair Trade Association

“The Victorian Fair Trade Festival is a platform for fair trade businesses to showcase their products and services,” says Susanna Bevilacqua.

“It will provide opportunities for the thousands of people attending to sample fair trade products, experience what fair trade is all about, interact with the stall holders and learn about the benefits of every purchase choice.”

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For more information: <http://moralfairground.com.au/fairhighlights.html>

For high resolution images and interview requests:

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### **About the Victorian Fair Trade Festival**

The Victorian Fair Trade Festival is a celebration of fair trade and how every individual has the power to create change. The Festival is a combination of free and paid events with activities taking place from the 8<sup>th</sup> to the 22<sup>nd</sup> of May.

### **Event Details:**

#### **Sunday, May 10<sup>th</sup> 2015 – Fair Trade Market – Brunswick Town Hall**

This free public market event is open from 10am to 5pm. There will be exhibitors and entertainment including fair fashion shows, an RMIT exhibition, kids' activities and music.

#### **May 8<sup>th</sup> to 22<sup>nd</sup> 2015 – Fair Trade Event Trail – Various Locations**

Moral Fairground would like to invite local and national fair trade businesses, education institutions, not-for profit organisations, advocacy groups and community groups to participate in this Fair Trade Event Trail by hosting their own event.

#### **May 15<sup>th</sup> and 22<sup>nd</sup> 2015 – A Screening of documentaries for Fair & Positive Change – Northcote Town Hall Rooftop**

A series of films designed to encourage conversations about the positive movement of change. The films will be delivered in partnership with the Transitions Film Festival.

#### **May 20<sup>nd</sup> 2015, 6.30pm to 8.30pm – Networking Event "Responsibility In Business: Best Practices and ways to Improve" Presenter Veronica Munro of Be Bold**

Nest Coworking 829a High Street Thornbury, VIC 3071  
Price: Adult \$20 per person and \$17 for Members

#### **May 8<sup>th</sup> to 22<sup>nd</sup> 2015 Project Fusion – RMIT University, Brunswick Campus, BLD513 window display**

RMIT, School of Fashion and Textiles, BA Textile Design, second year students, in collaboration with Five P Venture. An evolving display of student design research and process. In-progress work from a design brief which asked students to use their textile design skills to explore a juxtaposition of local and global fashion trends, creating textiles and garment concepts of traditional Indian artisan techniques and silhouettes.

#### **May 8<sup>th</sup> to 22<sup>nd</sup> 2015 Fair Trade From Morning to Night Exhibition – Good 2 Go cafe, Hosier Lane, Melbourne CBD**

The purpose of this exhibition is to demonstrate how easily accessible fair trade products are and how they can be incorporated into your everyday life through simple everyday consumer choices; from the first cup of coffee in the morning to a nice cosy sleep on fair trade bed sheets at night. The installation will provide consumers with information about a selection of fair trade products, while also providing information about the social story behind the products.