



## **MEDIA RELEASE**

Moral Fairground returns to Melbourne's Federation Square with its annual Fair@Square Festival on Saturday, December 2, 2017 from 11:00am to 9:00pm. Celebrating all aspects of an ethical, sustainable and morally responsible lifestyle, this festival is shaping up to be the biggest, busiest and best to date.

With this year's theme aligning with the United Nations International Year of Sustainable Tourism for Development, visitors can gather ideas to help lessen their impact not only with their coming Christmas vacation, but also to incorporate into travel plans for years to come.

As always, opportunities abound for conscious Christmas shopping, with the Ethical Lifestyle Stalls offering a one-stop shop for visitors looking for conscious gift ideas. This marketplace also provides the opportunity to learn about and be inspired by the practices you can implement in your daily lives to create greater positive outcomes for the world.

Conscious fashionistas will enjoy Fair Fashion is the Future. This collaborative exhibition from New Mode Collective and Moral Fairground is designed to explain what ethical fashion is, how it differs from the mainstream, and how we can ensure our clothing choices reflect our values. The exhibition highlights issues arising from the different stages of the garment supply chain, and showcases design-led solutions from local designers and change-makers. Information about global supply chains is presented in the easily digestible forms of text, imagery, video and product for viewers of all ages and backgrounds to engage with. The aim is to foster an environment in which attendees can learn and grow curious about where their clothing comes from, and how it impacts the world.

Of course, no festival is complete without great food and our Cooking Tent program, hosted by the Fair Food Forager, features cooking demonstrations by different ethical food brands, with discussions on issues such as how promoting a vegan lifestyle can potentially lessen animal cruelty, living a toxin-free lifestyle and using indigenous ingredients.

You can feed the mind as well as the body by attending some of the many free events and workshops, including insightful and educational talks.

Creative types anxious to learn new ethical-living skills should visit the Sustainable Lifestyle Tent where they can learn to make alternative yarns and jewellery from waste materials. And here everyone – creative nor not – can gather tips on how to reduce waste around the home, including how to make simple repairs to your favourite garments.

Kids and adults alike will love the activation activity: "Little Disruptors." Here, visitors can share their views by writing them on small placards to be pinned onto or held by little toy figurines lined up in an area fondly dubbed "Small Street." This engages visitors to express their support in a playful and fun way.

This is just a sampling of what the day holds: for more information, visit Fair@Square Festival 2017 at <http://moralfairground.com.au/fairsquare-ethical-lifestyle-festival-program-2017/>.

And be sure to highlight the date on your calendar. We look forward to seeing you there.

**About Moral Fairground:** Melbourne-based social enterprise and organiser of the annual Fair@Square, Moral Fairground is Australia's largest ethical and Fair Trade festival. Having operated within 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. Learn more about Fair@Square Festival 2017 at <http://moralfairground.com.au/fairsquare-ethical-lifestyle-festival-program-2017/>.

Free to the public, the Fair@Square Festival demonstrates how Australians can act to create a sustainable future and make a difference. The festival showcases goods and services provided by conscious enterprises with staged entertainment, fair fashion shows, fair cooking demonstrations, kid's activities, a talk tent and conscious demonstrations. The festival takes place at Federation Square Melbourne on Friday December 2, 2017, 11:00am to 9:00pm. **Thousands of** people are expected to attend the event.

## **BLURB**

### **Fair@Square 2017**

Celebrating ethical, sustainable and morally responsible behaviour, Fair@Square – the largest Ethical Lifestyle Festival in Australia – is a free annual public event created to educate and excite visitors about conscious consumer choices, promoting ethical consumption and purchases just in time for Christmas.

With an underlying theme aligning with the United Nations International Year of Sustainable Tourism for Development, the finest, most innovative ethical business brands converge in the heart of the city to make their products and services available to the public for an entire day, all in one location.

This year's festival promises to be the biggest, busiest and best so far with endless opportunities for conscious Christmas shopping, great food, numerous free activities and workshops for the family, insightful and educational talks, live entertainment, and much, much more.

### **Here are some of the things happening this year:**

- **Theme.** This year marks the United Nations International Year of Sustainable Tourism for Development, which we're celebrating by dedicating this as the underlying theme to the event.
- **The Sustainable Lifestyle Tent for Every Age.** If you love being creative and would like to pick up some new ethical-living skills, the Sustainable Lifestyle Tent is perfect for you. There'll be plenty to keep the creative juices flowing, including the chance to make alternative yarns and jewellery from waste materials. Plus, we'll share a bunch of handy tips on ways to reduce waste around your home, including how to make simple repairs to your favourite garments. And those who enjoy adding colours to their everyday life will have a great opportunity to learn how to use natural dyes that are gentler to our beloved Mother Earth.

- **Fair Fashion is the Future.** This exhibition highlights issues arising from the different stages of textile and fashion supply chains, and showcases designed solutions from local designers and academics. Information about global supply chains is presented in the easily digestible form of text, imagery and interactive elements for viewers of all ages and backgrounds to engage with. Garments from local fashion labels and social enterprises are displayed to showcase some of the ethical and sustainable clothing options consumers can now access. Current research from RMIT academics on sustainable textile development is presented to enable viewers to gain a comprehensive understanding of how fashion can be used for social and environmental progress. We aim to create an environment in which attendees can learn and grow curious about where their clothes come from, and how they impact the world.
- **Cooking Tent.** Fair Food Forager hosts the Cooking Tent program, which features cooking demonstrations by different ethical food brands discussing various topics from every angle: how promoting a vegan lifestyle can potentially lessen animal cruelty, living a toxin-free lifestyle, using indigenous ingredients, etc.
- **Activation Activity: "Little Disruptors."** Visitors can share their views by writing on small placards to be pinned onto or held by little toy figurines lined up in an area we fondly call "Small Street." This engages visitors to express their support in a playful and fun way. Kids love it, but the activity is always hugely successful with adult audiences too.
- **Ethical Lifestyle Stalls.** The ethical lifestyle market comes alive with a range of colourful exhibitors offering ethical/Fair Trade, environmentally friendly giftware, homewares, children's wear, fashion, new ethical products and an array of ethical service offerings that also provides a platform for advocacy groups to share the work they do. The markets offer a one-stop shop for visitors looking for conscious gift ideas, and also provide the opportunity to learn about and be inspired by the practices they can implement in their daily lives to create greater positive outcomes for the world.

Some of the exhibitors confirmed so far are:

- For Dignity <https://www.fordignity.com.au/>
  - Henna Art [https://www.facebook.com/pg/hennaartbysavita/about/?ref=page\\_internal](https://www.facebook.com/pg/hennaartbysavita/about/?ref=page_internal)
  - Aloe Vera <http://www.aloevera.com.au/>
  - Northcote Natural Therapies <https://northcotenaturaltherapies.com/>
  - Inner Origin <https://www.innerorigin.com/>
  - Animal Justice Party <https://animaljusticeparty.org/>
  - Fair Food Forager <http://fairfoodforager.com.au/>
  - Australian Native Superfoods <http://www.natif.com.au/>
  - Pollinate Energy <https://pollinateenergy.org/>
  - Zed Threads <http://www.zedsthreads.com/>
  - Qi Tea <http://qitea.com.au/>
  - The Rainforest Project <http://www.therainforestproject.org>
  - The Spanish Garden (website pending)
  - Modern Day Earth Mumma <http://www.moderndayearthmumma.bigcartel.com>
- **Live Entertainment.** Throughout the day live entertainment is provided in a variety of spots around the event.

**City of Melbourne Quote:**

“We’re delighted to be a sponsor of Moral Fairground’s 2017 Fair@Square, an event that helps raise people’s awareness of the important role they can play in creating a more sustainable future. This will help us to achieve our aim to maintain Melbourne’s reputation as a global leader in sustainability and help us meet our pledge to deliver on the Paris Climate Agreement to limit global temperature rise.”

**Lush Quote:**

As a company that has implemented sustainability practices not just in the production of our range of Lush cosmetics, but throughout the entire operation – all plastic beverage containers are banned from our workspaces, and all Lush stores are now refill stations where customers can refill their reusable drink containers for free – we welcome the chance to be a sponsor of Moral Fairground’s 2017 Fair@Square. Here, visitors can gather all sorts of ideas to help them lead even more sustainable lives – just as Lush is continually looking for ways to improve our sustainability profile.

(<http://www.businessawards.com.au/winners/2015/Sustainability/Lush-Cosmetics.php>)