

Full release - embargoed until 24th February

**FAIRTRADE IRELAND & COMEDIAN NEIL DELAMERE SAY 'FAIR PLAY' TO THE IRISH PUBLIC  
AS PART OF FAIRTRADE FORTNIGHT 2013**

*ACTIVITIES, EVENTS AND WORKSHOPS WILL ENCOURAGE THE IRISH PUBLIC TO GO FURTHER  
FOR FAIRTRADE IN 2013*

Fairtrade Fortnight (25 February – 10 March) will acknowledge the efforts the Irish public makes for Fairtrade by saying 'Fair Play to Ya', joined by comedian Neil Delamere, consumers will be encouraged to go further for Fairtrade in 2013 through a series of exhibitions, talks, community events and a series of funny short online films starring Delamere.

This is the 11<sup>th</sup> year of Fairtrade Fortnight which is a nationwide effort to promote awareness of Fairtrade, to buy products carrying the FAIRTRADE Mark and to ultimately look after the food we love and the people who grow and produce it.

Highlights of this year's fortnight include;

- A series of funny short online films starring Delamere which will be released from 25<sup>th</sup> Feb, throughout the fortnight on the social media platforms of Fairtrade Ireland (URL links below) and the Fairtrade Ireland website ([www.fairtrade.ie](http://www.fairtrade.ie))
- A photo exhibition of Fairtrade Senegalese cotton farms by photographer Sean Hawkey ([www.hawkey.co.uk](http://www.hawkey.co.uk)) which will be launched in Temple Bar's Filmbase on 1<sup>st</sup> March but will also travel to selected locations throughout Ireland.
- A Fairtrade Cotton producers workshop hosted by Re-Dress, an organisation which promotes ethical practices within the fashion industry, which will introduce Senegalese cotton producers to members of the public and fashion community, and will include a series of discussions by leading experts in Ireland's fashion industry on the 7<sup>th</sup> March.
- Visitors working with Fairtrade Certified sugar and cotton producers from Malawi and Senegal respectively will tour Fairtrade Towns across Ireland.
- Clonakilty will celebrate the 10 year anniversary of becoming Ireland's first Fairtrade Town.
- Rathlin Island will become the first Fairtrade island during the Fortnight.
- The first Irish couple to get married wearing Fairtrade Certified gold rings will receive their Fairtrade rings during the Fortnight.

Brand Ambassador Neil Delamere commented,

"I am delighted to be a part of Fairtrade Fortnight, and really hope that as well as enjoying the short videos we have created, people will recognise the benefit of choosing to buy Fairtrade products as part of their weekly shop"

Executive Director of Fairtrade Ireland Peter Gaynor, who also sits on the international Fairtrade Board commented,

"More businesses need to follow the example of companies like Irish Rail and convert all of their products like coffee to Fairtrade. Fairtrade is not just about the person on the street making choices to support Fairtrade – it's also about the people in the Board rooms doing

the same thing. In other countries in Europe like Switzerland, the Netherlands and the UK for example, the retailers have made huge commitments to source products on Fairtrade terms and there is nothing like that happening in Ireland yet.

Fairtrade Ireland will today (25th February) launch a report which calls for urgent action to support the 500 million smallholder farmers who produce 70% of the world's food, but are currently half the world's hungry people, even when smallholder farmers are producing cash crops at the sharp end of lucrative international supply chains, the global food system still fails them. (full report available on [www.fairtrade.ie](http://www.fairtrade.ie) from 25th Feb)

Gaynor continues,

“A Globescan consumer survey conducted in 24 countries in 2011 found that of all the countries surveyed, the highest percentage who believed companies can make a difference to poverty in developing countries was here in Ireland. We agree and would welcome far bigger commitments from Irish retailers than we have seen to date”

For more information on any of the activities taking place, or to find out how to get involved, simply log on to [www.fairtrade.ie](http://www.fairtrade.ie). Become a fan on [www.facebook.com/FairtradeIreland](https://www.facebook.com/FairtradeIreland), follow the conversation on [www.twitter.com/Fairtrade\\_ie](https://www.twitter.com/Fairtrade_ie) or check out Neil Delamere's Fairtrade Fortnight funny shorts, as well as all previous Fairtrade films on [www.youtube.com/FairtradeIreland](https://www.youtube.com/FairtradeIreland).

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Note to Ed:

Fairtrade Ireland awards a consumer label, the FAIRTRADE Mark, to products which meet internationally recognised standards of Fairtrade. Supported by ActionAid Ireland, Amnesty International (Irish Section), Christian Aid, Comhlámh, Concern, Friends of the Earth, Irish Aid, Irish Congress of Trade Unions, Oxfam Ireland and Trócaire. We are a small Third World charity based in Dublin. We are active throughout Ireland via our supporter network of dedicated volunteers, involved in the promotion of Fairtrade, the Fairtrade Towns project, and FAIRTRADE Mark products.

Fairtrade Ireland is the Irish Member of the Fairtrade Labelling Organizations International (FLO).

For more information please contact;

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