

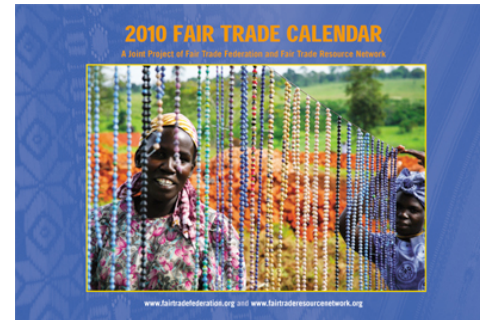
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For Immediate Release
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A Calendar with a Cause: 2010 Fair Trade Calendar Hits US Stores

Environmentally friendly AND educational, the 2010 Fair Trade calendar features winning photographs of Fair Trade artisans and farmers chosen by thousands of voters during an online contest in summer 2009.

Just in time for Fair Trade Month (October), the Fair Trade calendar is now available for sale! 100% of proceeds benefit Fair Trade organizations.

Fair Trade is an alternative way of doing business - one that builds equitable, long-term partnerships between consumers in North America and producers in developing regions.



The calendar is filled with photographic images of Fair Trade celebrations, craftspeople in action, farmers with their crops, and more. The 12 monthly featured photographs received the highest number of votes in the contest, which was held on Competico.com, and other photos entries from the contest appear throughout the calendar as well.

This colorful, educational calendar includes *Fair Trade Fast Facts* and *Take Action* boxes throughout its pages, along with a *Where to Buy* section to help consumers locate Fair Trade businesses throughout the US.

Consistent with Fair Trade values, the calendar was designed by Design Action, a worker-owned cooperative that provides graphic design and visual communications to progressive, social change organizations. The calendar was printed without the use of toxic chemicals by Consolidated Printing Company, a green, union print shop that has pioneered the green revolution in printing since 1973.

The 2010 Fair Trade calendar is a gift that gives back every day of the year. Reasonably priced and practical, it's a perfect gift idea for those hard to shop for friends, family members and business associates.

Retailing at \$14.95, the calendars are available for purchase online at www.ftrn.org (individually or in bulk) and in retail stores throughout the U.S. and Canada. Bulk discount rates are available.

The 2010 Fair Trade Calendar project is the result of a joint effort between Fair Trade Federation (FTF) and Fair Trade Resource Network (FTRN), two US based organizations working to strengthen and promote Fair Trade. 100% of calendar proceeds will be donated to FTF and FTRN.

This project was made possible thanks to the support of these Sponsors: Adina For Life, Alter Eco, Ganesh Himal, Global Exchange, Green Festivals, North Country Fair Trade, One World Projects, Shanti Boutique, Ten Thousand Villages, Trade Expressions, and TransFair USA.

Fair Trade Federation: www.fairtradefederation.org
Fair Trade Resource Network: www.fairtraderesourcenetwork.org