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### **UNITY TEES FOR DISASTER RELIEF IN HAITI**

Fair Trade Business Leads Grassroots Effort to Raise Funds for Quake Victims

Lake Leelanau, MI – January 18<sup>th</sup>, 2010- As aid workers in Haiti scramble to provide basic needs to survivors of the recent earthquake, fundraising efforts will be crucial to their success in both the short- and long-term. A small online Fair Trade store, [Unity-Fair Trade Marketplace](#), is doing their part by donating all proceeds from the sale of their organic cotton Unity t-shirts to OXFAM America for their work in Haiti.

“There is a great and immediate need in Haiti for aid, but the work is going to continue long after the news cameras are gone. We want to not only offer these shirts as a fundraiser but also as a message of solidarity and commitment to be there for the long-haul. As a Fair Trade business, we will be doing what we can to help Haitian artisans and farmers to bring their products to market here in the US, but we also want to be a part of other long-lasting poverty-alleviation efforts such as the building of schools, micro-loans and training in business skills and sustainable farming techniques. All proceeds from the sale of our Unity T-shirts will go directly to these efforts.” says Nichole Warner, who co-owns Unity-Fair Trade Marketplace with her husband Drew.

Through grassroots efforts and social-media outlets, the company hopes to spread the word far and wide and raise enough money to make a real difference. They ask for consumers to help by purchasing T-Shirts and spreading the word via Facebook, Twitter and other social media outlets. Shirts cost only \$19.95 and can be purchased on Unity’s website [www.fairtrademarketplace.com](http://www.fairtrademarketplace.com).

Unity-Fair Trade Marketplace is a member of the [Fair Trade Federation](#) and Green America, and offers a wide selection of unique Fair Trade products from around the world as well as gift baskets and gourmet Fair Trade food. Their mission is to help build a just and sustainable economic system through the principles of Fair Trade while educating and inspiring a community of engaged and conscious global citizens. They also write an informative blog for their customers and general consumers interested in Fair Trade & other world issues.

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