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*Pacha World partners with The Cure for 2008 Music Tour  
Will Educate Fans about Fair Trade*

San Francisco, CA, (April 30, 2008) – Beginning with the May 9 concert in Washington, DC, The Patriot Center, Pacha World ([www.pachaworld.org](http://www.pachaworld.org)) will join Amnesty International on tour with The Cure to educate fans about the difference they can make by choosing fair trade. They will be promoting Oxfam America's Make Trade Fair Campaign and, in addition to the educational component, the organization will sell fair trade gifts, jewelry, metal artwork and other products from more than 14 countries and share their artisan stories with fans.

Fair trade is a trading partnership based on dialogue, transparency, and respect that seeks greater equity in international trade. It contributes to sustainable development by offering better trading conditions to – and securing the rights of – marginalized producers.

“By bringing fair trade to their fans, the band has made an important statement about their support for the poor around the globe,” says Dana Geffner, Pacha World's CEO. “We're thrilled to be able to bring The Cure fans great products that make a tremendous impact on communities.”

The 25-city tour across the U.S. and Canada will coincide with the release of their new double-disc album. "There are songs [on the new album] about relationships, the material world, politics and religion. They're very upfront and dynamic," frontman Robert Smith tells Billboard. Incorporating fair trade into the North American tour is yet another way the band seeks to underscore this connection between the material world and the fans.

By the start of the 1990's The Cure was one of the most popular alternative rock bands in the world and has sold an estimated 27 million albums as of 2004. As of 2007, The Cure has released 12 studio albums and over 30 singles with this concert marking their 13<sup>th</sup> album.

Pacha World ([www.pachaworld.org](http://www.pachaworld.org)) is a fair trade educational outreach organization that has been working in the fair trade movement for nearly 10 years. Dana Geffner, founder and an active member of the board of the Fair Trade Federation, has broad experience working with international producer groups. She is frequently asked to speak to large audiences about the importance of fair trade throughout the U.S. Pacha World is working with Oxfam America and the Fair Trade Federation on this project.

Dana Geffner is available for media interviews about fair trade. Please contact her at 415-419-4342, [dana@pachaworld.org](mailto:dana@pachaworld.org)

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