

Ten Thousand Villages  
Cameron Village  
435 Woodburn Road  
Raleigh, NC 27605  
(919) 821 1100  
[www.villagesofraleigh.org](http://www.villagesofraleigh.org)



## *News Release*

**Media Contact:**

Caroline Smith  
Marketing Manager  
(919) 821 1100  
[caroline@villagesofraleigh.org](mailto:caroline@villagesofraleigh.org)

**For Immediate Release**

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# **Ten Thousand Villages Celebrates Fair Trade Commitment on World Fair Trade Day, May 12**

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**RALEIGH, N.C., April 17, 2007** – [Ten Thousand Villages of Raleigh](http://www.villagesofraleigh.org), a non-profit, fair trade retail store in Cameron Village, joins more than 300 organizations worldwide Saturday, May 12, in the celebration of [World Fair Trade Day](http://www.fairtradeusa.com).

“For 60 years, Ten Thousand Villages has traded fairly with artisans around the world,” says Ten Thousand Villages Executive Director Sarah Pearson. “Our commitment to fair prices, prompt payments, long-term relationships and design assistance has resulted in dignity, hope, sustainability and education for artisans and their families around the world. As we celebrate World Fair Trade Day, we invite our community to join in our commitment to fair trade.”

The Raleigh store will mark the occasion with a daylong celebration, Saturday, May 12, which will include:

- First 25 shoppers receive a FREE fair trade pin made by artisans in Kenya.
- Customers completing a Fair Trade Quiz receive 20% off their purchases for the day!
- Complimentary Fair Trade coffee, tea, cookies, chocolates, and chips & salsa throughout the day.
- **12:30 – 1:30 p.m.** Participate in the FREE Drum Circle led by Wsir Johnson. No experience is needed. Bring your own drum or borrow one of ours.
- **2:00 – 3:00 p.m.** Listen to Student Education Coordinator Nancy McMahon as she shares insights and stories from her recent Learning Tour trip to visit artisans in Kenya and Uganda.
- **3:30 p.m.** Enjoy live music from music from [JAAFAR](http://www.jaafar.com), a Middle Eastern/Arabic jazz-funk fusion ensemble!
- Special Guests: [Forests of the World](http://www.forests-of-the-world.com) and [Unique Batik](http://www.uniquebatik.com). Special Samplings of [Larry's Beans](http://www.larrysbeans.com) coffee.

## **Ten Thousand Villages Celebrates World Fair Trade Day**

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World Fair Trade Day is celebrated every second Saturday of May and is endorsed by the International Federation of Alternative Trade (IFAT), the global association of Fair Trade Organizations, comprised of 300 organizations from 70 countries around the world. This year, World Fair Trade Day calls on people to purchase more Fair Trade goods through Fair Trade stores and to encourage conventional companies to sell more Fair Trade products.

### **About Ten Thousand Villages of Raleigh**

[Ten Thousand Villages of Raleigh](#) is a non-profit, fair trade retail store located in the Cameron Village Shopping Center. Opened in 1995, the store is part of a network of nearly 100 fair trade stores across North America. The Raleigh store's principal wholesaler, [Ten Thousand Villages-U.S.](#), is the oldest and largest fair trade home décor and gift retailer in the United States, and a founding member of the [International Federation of Alternative Trade \(IFAT\)](#) and member of the [Fair Trade Federation \(FTF\)](#), both of which aim to improve the livelihood of disadvantaged people in developing countries and to change unfair structures of international trade. Ten Thousand Villages of Raleigh purchases products only from carefully chosen organizations that are members of the IFAT and FTF.

In 2006, Ten Thousand Villages-US received [Co-op America's People's Choice Longtime Leadership Award](#), in recognition of its especially strong standing two years in a row. The award recognizes Ten Thousand Villages as a leader among businesses across the country committed to social and environmental responsibility.

### **About Fair Trade**

Fair Trade contributes to the alleviation of poverty in developing regions of the world by establishing a system of trade that allows marginalized producers to gain access to developed markets. This system of trade builds on artisans'/producers' skills, enabling communities to play an active part in their own development and at the same time satisfying consumer demand in developed markets.