

Ten Thousand Villages
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News Release

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For Immediate Release

Ten Thousand Villages Celebrates Commitment On World Fair Trade Day, May 13

RALEIGH, N.C., April 28, 2006 – [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 13, 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 13, which will include:

- 1:00 p.m.: Listen to Marketing and Volunteer Manager Caroline Smith as she presents, “**Insights from Abroad: Artisan Stories from India and Bangladesh**,” during which she will tell of her recent learning tour, when she visited artisans from the region.
- 2:00 p.m. Experience the magic of African rhythm, performed by Mabinti and Teli Shabu of **Djembe Fire**. Playing traditional African instruments, Djembe Fire treats spectators to the vibrant rhythms of the entire continent.
- Participate in a fun Fair Trade Quiz. Customers completing the quiz receive 20% off their purchases for the day!
- Enjoy complimentary Fair Trade coffee, tea and chocolates throughout the 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 2005, Ten Thousand Villages-US received [Co-op America's People's Choice Award for Green Business of the Year](#). 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.