



October 9, 2007

Ald. Tony Zielinski
(414) 286-3769

MEDIA ADVISORY

October 15th Proclaimed "Milwaukee Fair Trade Day"

Fair Trade and City leaders to discuss issues and celebrate accomplishments in fair trade movement

In celebration of National Fair Trade Month and Milwaukee's status as the first major fair trade city in the nation, Milwaukee Fair Trade Day will be held on **October 15** with a news conference at **12 p.m. at City Hall, 200 E. Wells St.** The program will feature keynote speaker Paul Rice, the founding president and CEO of TransFair USA and global leader in the fair trade movement.

The conference will also feature **Mayor Tom Barrett** and **Ald. Tony Zielinski**, the primary sponsor of the recently approved Fair Trade Common Council resolution. The resolution, which supports commitment to the use of fair trade products throughout the city, has made Milwaukee the first major designated "fair trade city" in the U.S.

"I'm proud of Milwaukee's role as a leader in this growing social, economic, and ethical movement," said Ald. Zielinski. "By supporting fair trade, not only are we supporting human rights by reducing the exploitation that takes place in sweatshops, but also protecting American jobs that are lost to these unethical business practices overseas."

Sponsors of the program include Alterra Coffee Roasters, Outpost Natural Foods, Four Corners of the World, Future Green, ARGAND'OR, the Mt. Meru Coffee Project, United Students for Fair Trade, and the Wisconsin Fair Trade Coalition. Free product samples from these and other fair trade vendors will be provided.

WHAT: News Conference
WHEN: October 15, 12 p.m.
WHERE: City Hall Rotunda, 200 E. Wells St.

-30-