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# Fair trade pioneer comes to town

Friday, 30 April 2010, 9:04 am Press Release: Trade Aid

29 April 2010

MEDIA RELEASE:

Fair trade pioneer comes to town

People living in Wellington have the chance to be inspired by a leader in the fair trade movement on Wednesday 5

May at 6pm with Trade Aid Wellington hosting a visit from the founder of its Nepalese trading partner.

Meera Bhattarai's visit forms part of Trade Aid's 'Just Women' campaign, being launched to mark this year's Fair Trade Fortnight (1–16 May). The campaign aims to highlight to Kiwis the need to help empower disadvantaged women to work themselves out of poverty through fair trade.

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This follows the release of the Social Watch Report 2009, which highlighted critical issues facing women working in developing communities, the negative impact of the global financial crisis on them, and the critical role of fair trade in helping women producers overcome these issues.

Meera is a pioneer in the fair trade movement in Nepal and has dedicated her life to building sustainable local economies for women. During her visit, Meera will share with Kiwis how her dreams and hopes for fellow women led

her to found the Association for Craft Producers (ACP).

ACP works with Trade Aid to provide vital support to Nepalese women craft producers, helping them become economically and socially self-sufficient. The organisation achieves this by: providing jobs that give women acceptable levels of income; improving women's confidence and self-worth through participation in decision-making, education and by addressing issues affecting women and their families; and implementing producer-benefit programmes.

Christian Pilkington Trade Aid's Wellington Shop Manager says: "We're delighted to have been chosen to host Meera for this year's Fair Trade Fortnight. We believe Meera's visit will go a long way in showing how Kiwis' choice to buy fair trade really does make a difference to disadvantaged women, their families and to developing communities around the world."

Meera's wealth of achievements not only include leading the fair trade movement and helping women producers improve their lives in Nepal, but her studies into human behaviour and the human mind have allowed her to become a social entrepreneur and effective promoter of Nepalese craft. Meera has also played a vital role in reviving traditional craft skills on the verge of extinction.

The public are invited to meet Meera at a public talk at 6pm, Wednesday 5 May at the Trade Aid store on Victoria Street.

Mother's Day (9 May) falls during Fair Trade Fortnight, and is a great opportunity for Kiwis to show the women in their lives they care, while also giving the gift of hope to disadvantaged women like those from Meera's organisation.

To find out more about Meera and the work of ACP, and to get involved in Fair Trade Fortnight activities, visit Trade Aid on Victoria Street or check-out Trade Aid's website – www.tradeaid.org.nz – where a wide selection of fair trade Mother's Day gifts can also be purchased on-line.

#### -Ends-

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#### Eyjafjallajokull-foolery: Benefit Gig For Stranded Comedian

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- Comedy Festival Barry & Stuart Powered by Demons: Show Cancelled
- Comedy Festival Women of the World Unite!

## Fair Trade Fortnight Ahoy: Fair Trade Pioneer Comes To Town

People living in Wellington have the chance to be inspired by a leader in the fair trade movement on Wednesday 5 May at 6pm with Trade Aid Wellington hosting a visit from the founder of its Nepalese trading partner. More>>



#### ALSO:

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## **Comedy Galas: Comedy Festival Hit Your Lounge**

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- And Auckland El Jaguar's Festival Fiesta de Variety

## **Sport:** Trubridge Triumphs With Unassisted Freedive Record

With just one day remaining of the Vertical Blue 2010 freediving competition held at Dean's Blue Hole in the Bahamas, William Trubridge (NZL) has set another world record, diving to 95m (311ft) in the constant weight, no fins discipline (CNF) and adding a further three metres onto his own previous



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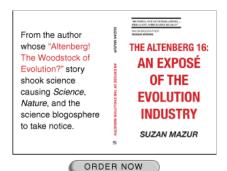


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    - Orange Roughies Episode One 28 May- Television, Excerpts, 2006
      - Martin Henderson Home from Hollywood 26 May- ScreenTalk, 2010
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