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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](http://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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#### **ALSO:**

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### **[Eyjafjallajokull-foolery: Benefit Gig For Stranded Comedian](#)**

Comedians are rallying together to help one of their own in a dire situation, producer Noor Razzak of A Boy Named Hamburger Productions LTD. has amassed a collection of A-List comedians for a 1 hour show that promises big laughs. [More>>](#)



#### **Earlier:**

- Comedy Festival - [Festival Programme Survives the Ash Cloud](#)
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### **[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>>](#)



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### **[Music: Justin Bieber Performs Private Concert](#)**

Teenagers all over New Zealand and possibly the world, are wishing they were a student at ACG Strathallan today. More to the point, they are probably wishing they were Year 11 student Mila Stephenson, who won the Justin Bieber video competition [More>>](#)



#### **ALSO:**

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### **[Comedy Galas: Comedy Festival Hit Your Lounge](#)**

The Comedy Revolution started Wednesday on TV3, with the very best local and international comedians uniting to launch a liberation of laughter on your screens. The Cadbury Crunchie Comedy Gala lets loose at 8.30pm with an explosion of high-impact international and local hilarity. [More>>](#)



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### **[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



best. [More>>](#)

**ALSO:**

- 2009 Image - [Freediving World Championships 2009 Underway](#)

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Every weekend thousands of kiwis are putting their hearing in jeopardy by undertaking seemingly innocuous home and garden Do it Yourself projects. [More>>](#)

**[Controversy Of Storm: Centrebet To Refund All Melbourne Storm Bids](#)**

Leading bookmaker Centrebet will refund all wagers made on the Melbourne Storm to win the 2010 premiership in the wake of the massive \$1.7 million salary cap scandal that has flattened the NRL premiers! [More>>](#)



**ALSO:**

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