



May 8, 2008

Ald. Tony Zielinski
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MEDIA ADVISORY

Milwaukee Takes World Coffee Break

World Fair Trade Day Event Includes Many Local Businesses

Milwaukee honors its “Fair Trade City” status this **Saturday, May 10, 2008** with the **Milwaukee Fair Trade Crawl**. The event, organized by the Milwaukee Fair Trade Coalition, encourages residents to shop with fair trade stores and organizations across town. The crawl begins at **10:00 a.m.** at participating locations and culminates in a **2:00 p.m. “World’s Largest Coffee Break.”**

“Retailers across Bay View, Riverwest, and parts of the east and west sides of town are participating in the world wide Fair Trade Coffee Break by offering specials, tastings and more. This is a really visual and easy way for residents to be connected to and support a global movement,” said **Ald. Tony Zielinski**, a member of the Wisconsin Fair Trade Coalition.

Other local event sponsors include the Milwaukee Area Labor Council and Milwaukee County Transit, who is offering **free bus passes** on a first come, first served basis at the **Bay View Outpost store starting at 10:00 a.m.** The passes offer free travel on Kinnickinnic Ave. and provide easy access to many of the sponsoring businesses.

Ald. Zielinski encourages Milwaukeeans to participate. “As consumers, it’s important we show local businesses that we support their decision to support fair trade,” he said. Information on the organization, event and participating businesses can be found at www.milwfairtrade.org.

WHAT: World Fair Trade Day/World’s Largest Fair Trade Coffee Break

WHEN: 10:00 to 2:00 p.m. Saturday, May 10, 2008

WHERE: Over 20 Locations Throughout Milwaukee