



May 9, 2008

Ald. Tony Zielinski
(414) 286-3769

MEDIA ADVISORY

Fair Trade Coalition To Celebrate

Community Reception To Follow City's First Fair Trade Crawl

The Wisconsin Fair Trade Coalition will host a community reception at the **Bay View Outpost** food store on **Saturday, May 10, 2008 at 4:00 p.m.** to celebrate Milwaukee's participation in the day's Fair Trade events. Saturday is **World Fair Trade Day** and will also be Milwaukee's first **Fair Trade Crawl** encouraging residents to shop local businesses and organizations who support Fair Trade activities.

Retailers all over the city are participating with specials and open houses and Milwaukeeans are encouraged to take part in the "**World's Largest Coffee Break**" at **2:00 p.m.** at various retailers.

"This reception is to recognize not only the businesses who work hard to support Fair Trade principles but also the patrons who help these businesses thrive. The more aware the community is of Fair Trade retailers, the more beneficial it becomes for retailers to forge Fair Trade partnerships," said Ald. Tony Zielinski, a member of the Wisconsin Fair Trade Coalition.

More information on the day's events and the participating businesses can be found at www.milwfairtrade.org. The community reception is open to the public and the Milwaukee County Transit System, a co-sponsor, will be offering free bus passes on a first come, first served basis at the Outpost store beginning at 10:00 a.m. The passes are good for the Kinnickinnic Ave. route.

WHAT: Wisconsin Fair Trade Coalition Community Reception

WHEN: 4:00 p.m. to 6:00 p.m. Saturday, May 10, 2008

WHERE: Bay View Outpost, 2826 S. Kinnickinnic Ave.