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FOR IMMEDIATE RELEASE

Contact: Tess Gellerman
925-519-3162; *tgellerman@gmail.com*

Cal Poly Students Organize Fair Trade Festival for May 2 in San Luis Obispo

SAN LUIS OBISPO – Two Cal Poly students have organized a new Fair Trade Festival in San Luis Obispo for their senior project.

The event is free and open to the public. It is set for 11 a.m. to 4 p.m. May 2 at Mitchell Park and provides a chance for the community to learn more about the effects of fair trade and support local businesses who sell fair trade products.

Fair trade is a market-based social movement aimed at ensuring fair prices, fair labor conditions, direct trade, sustainability and community development for farmers in developing countries.

Students Tess Gellerman and Jessica Moylan – both seniors studying business – have organized the event through the Cal Poly Fair Trade Club.

Gellerman said she was motivated to organize the fair and promote fair trade after visiting the Dominican Republic last year and seeing the poverty there.

“This deeply affected me, and I decided that I wanted to be part of the solution,” Gellerman said. “I started researching fair trade and saw that it was a great way to take the business skills I am learning in class and put them to good use. Making it my senior project was a great way to get me motivated to start it.”

The festival will feature local vendors (including students) selling a range of fair trade products, such as coffee, tea, chocolate, jewelry and sweaters. Some businesses confirmed to attend include: SLO Chai, Sweet Earth Chocolates, Ten Thousand Villages, Maule Wear, Acholi Beads, FairTribe and Krochet Kids.

There will also be information booths where Fair Trade Club members will provide details such as recipe ideas and locations where those interested can buy fair trade products in the area.

The event is inspired by the global World Trade Day, planned for May 9.

For more information on the Cal Poly students’ Fair Trade Festival, contact organizer Tess Gellerman at 925-519-3162 or tgellerman@gmail.com.

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San Luis Obispo, CA 93407
805.756.7266
polynews@calpoly.edu