



**FOR IMMEDIATE  
MEDIA RELEASE**

### **Saint Martin of Tours Academy Becomes a Fair Trade School in Nation**

**La Mesa, California December 1, 2015** – St. Martin of Tours Academy, part of a national initiative by Fair Trade Campaigns to engage K – 12 students in issues of global poverty, is proud to announce its official designation as a Fair Trade School. Fair Trade is an economic system that ensures consumers the products they buy were grown, harvested, crafted and traded in ways that improve lives and protect the environment. Fair Trade Campaigns officially recognizes schools in the US committed to educating students about the issues of Fair Trade and sourcing Fair Trade products, like coffee, tea and bananas in the cafeteria, offices and at events.

With over 500 Fair Trade Schools in the United Kingdom alone, the USA program grew out of work in Europe and the increasing demand for Fair Trade and ethically produced products to be incorporated into institutional purchasing. Fair Trade Campaigns sees the tremendous impact institutional purchasing in the US can have on farmers and artisans worldwide.

“There are few things more exciting than seeing today’s youth come to understand the role that they can play as consumers in making the world a more fair and just place. To see them become not just conscious consumers, but advocates for Fair Trade, should challenge all of us to do the same.” Billy Linstead Goldsmith, National Coordinator, Fair Trade Campaigns

St. Martin of Tours Academy Fair Trade Campaign was created to build the awareness and availability of Fair Trade in the school community. Ongoing Fair Trade education and promotion is a priority. Fair Trade curriculum and fundraisers are incorporated each year. There are now over 200 active Fair Trade Campaigns in towns and schools, as well as on campuses across the country, of which include St. Martin of Tours Academy.

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We thank our Fair Trade Committee which included staff, parents and students who made this designation possible:  
Chair, Anne Pacheco, Principal, Toni Dimuzio, Vice Principal, Diane Hartley, 5<sup>th</sup> Grade Teacher, Nan Soto  
Parents: Alicia Crockett, Tracy Giordano, Cory McMahan  
Students: Zachary Crockett, Isabella Giordano, Presley McMahan

**About Fair Trade Campaigns:** Fair Trade Campaigns is a grassroots movement mobilizing thousands of Fair Trade advocates on campuses and communities across the USA. Fair Trade Campaigns recognize towns, colleges, universities, schools and congregations in the US for *embedding Fair Trade purchasing practices and principles* into policy, as well as the social foundations of their communities. Project collaborators include [Fair Trade USA](#), [Fair for Life](#), and [Fair Trade International – USA](#), third-party certifiers of Fair Trade products in the United States, the [Fair Trade Federation](#), a North American trade association of organizations fully committed to Fair Trade. Visit [www.FairTradeCampaigns.org](http://www.FairTradeCampaigns.org) for more information

To join or support St. Martin of Tours Academy visit us online at  
<http://fairtradecampaigns.org/campaign/st-martin-of-tours-academy/>