



Hadrian's Wall
Heritage Ltd

PRESS RELEASE

Media invite and news release

BBC FRONTMAN BACKS HADRIAN'S WALL COUNTRY FAIRTRADE CAMPAIGN

What: BBC news broadcaster and Fairtrade Foundation patron, George Alagiah, is to officially launch the Hadrian's Wall Country Fairtrade campaign, which covers parts of Cumbria, Northumberland and Tyne & Wear.

The campaign hopes to establish Hadrian's Wall Country as the first cross-county Fairtrade zone in the world.

As well as George Alagiah, *'Hadrian's Wall Country Fairtrade Group'* chairperson, Lauren Harrison, and Julie Sloan from Hadrian's Wall Heritage Ltd will be available for interview.

Where: The Law Library, Carlisle Civic Centre, Carlisle, CA3 8QG

When: 1pm, Friday 27th February 2009

Media who would like to attend the launch should contact Paul Gardner or Jon Perkins on 015394-42436.

Hadrian's Wall Heritage Ltd and a group of Fairtrade supporters and businesses are teaming up with BBC news broadcaster and Fairtrade Foundation patron, George Alagiah, to launch a campaign to make Hadrian's Wall Country a Fairtrade zone.

Hadrian's Wall Country covers an area 10 miles on either side of the World Heritage Site all the way from South Shields in North East England to Bowness-on-Solway in Cumbria and down the coast to Ravenglass.

The World Heritage Site campaign, which is being led by the '*Hadrian's Wall Fairtrade Group*', hopes to establish Hadrian's Wall Country as the first cross-county Fairtrade zone in the world.

George Alagiah will help the '*Hadrian's Wall Country Fairtrade Group*' launch the campaign and new website www.fairtradeshadrianswall.co.uk. Together they will be encouraging more businesses from the World Heritage Site to support the use of Fairtrade products and highlight the commercial benefits of using the internationally recognised FAIRTRADE Mark.

George Alagiah has been Patron of the Fairtrade Foundation since 2002. Since being the Developing World Correspondent for BBC News in the 1990s, he has a keen awareness of the issues that lie at the heart of the Foundation's work - the link between trade and poverty. He says:

"It is my great pleasure to be part of the launch of the campaign to make Hadrian's Wall Country a Fairtrade Zone. I'm always amazed by the energy, innovation and commitment I'm greeted with when I meet Fairtrade supporters and activists and this campaign is no exception and an exciting 'Fairtrade first'!

“By bringing together both Northumberland, Newcastle and Cumbria County Councils, Hadrian’s Wall Heritage Ltd and businesses, schools and community organisations in towns and villages along the Wall, the area would become the first world heritage site to achieve Fairtrade Zone status.

“I’m delighted to see organisations and residents come together to call for Fairtrade and build on the work of committed Fairtrade Towns like Carlisle, Newcastle, Brampton and Hexham and wish them every success as they work towards achieving Fairtrade Zone status for such a beautiful and iconic area of the UK.”

Hadrian’s Wall Heritage Ltd, which runs the Hadrian’s Wall Locally Produced scheme, is also backing the Fairtrade campaign. The Locally Produced scheme already attracts a number of local producers and retailers that promote best practice in food production and its impact on the environment.

Hadrian’s Wall Heritage Ltd was set up in 2006 to help look after, protect and conserve the World Heritage Site, as well as to enhance the quality of the visitor experience and increase the Wall’s contribution to the local and regional economy through sustainable tourism.

Julie Sloan, Sustainable Development Officer at Hadrian’s Wall Heritage Ltd, says:

“We’re a key supporter of the Hadrian’s Wall Country Fairtrade campaign and wish the group every success with the launch.

“Following on from the success of the Hadrian’s Wall Locally Produced scheme, Fairtrade status for Hadrian’s Wall Country would help to enhance our reputation as a destination that celebrates and encourages sustainable development in one of England’s most unique landscapes.”

The Hadrian’s Wall Country Fairtrade Group will have representatives from each of the Fairtrade towns, including Carlisle, Brampton, Hexham and Newcastle; as well as businesses from Haltwhistle, Hadrian’s Wall Heritage Ltd and Newcastle City Council.

Lauren Harrison, Chairperson for the Hadrian’s Wall Country Fairtrade Group, says:

“We’re really looking forward to welcoming businesses from along the whole length of the Wall at the Fairtrade campaign launch. With George Alagiah’s help, we’re taking a big step closer to becoming the first cross-county Fairtrade zone in the world and the first Fairtrade World Heritage Site.

“There’s still a great deal of work to be done in order to achieve our goal, so we’re relying on the support of the region’s businesses to join the campaign. As well as the launch event, people can also sign up on our new website.”

In order to be given Fairtrade status, an area must show that it has made a commitment to supporting Fairtrade and using products with the FAIRTRADE Mark. There are now Fairtrade areas in 15 countries around the world.

Anyone who would like to get involved in the campaign to achieve Fairtrade status or who would like more information should contact Lauren Harrison on 016977 47962 or go to www.fairtradeshadrianswall.co.uk

For more information on the Hadrian's Wall Locally Produced scheme visit www.hadrians-wall.org or call Julie Sloan on 01434 609700.

ENDS

MEDIA CONTACTS: Paul Gardner or Jon Perkins on 015394-42436.

Paul@ospreycommunications.co.uk

Notes to Editors

1. Images of George Alagiah and Hadrian's Wall Country are attached. Higher resolution versions are available by calling 015394-42436. More images of the Hadrian's Wall Country Fairtrade Group and George Alagiah will be available after the Fairtrade campaign launch on Friday the 27th of February 2009.
2. Hadrian's Wall Heritage Ltd is a not for profit company with responsibility for the coordination, protection, development and marketing of the Hadrian's Wall World Heritage Site and the areas it passes through.
3. The organisation was set up in May 2006 in partnership with One NorthEast (One), the Northwest Regional Development Agency (NWDA), Natural England and English Heritage.
4. Hadrian's Wall Heritage works in partnership with a number of organisations. It brings together business and conservation, visitors and local communities in a uniquely focused way, with the overall aim of:
 - Creating jobs and enhancing the local economy
 - Attracting more visitors who will stay longer and spend more in the area
 - Creating a vibrant and sustainable visitor economy

- Finding better ways to interpret and protect an internationally recognised monument
 - Making Hadrian's Wall a truly world-class destination
5. The Fairtrade Foundation is the organisation behind the certification of the FAIRTRADE Mark. For more information visit www.fairtrade.org.uk.