



**PONTARDAWE FESTIVAL
to become Wales' first-ever
FAIR TRADE
music festival**

Wales's oldest and biggest world music event – which celebrates its thirtieth birthday in August – is becoming a Fair Trade music festival, and helping the campaign to make Wales a Fair Trade country.

It's the latest step in a five-year plan to make Pontardawe a completely sustainable event. The festival's former Site/Technical Director, Emyr Morris, has been appointed Fair Trade Co-ordinator to oversee the incorporation of Fair Trade principles into every aspect of the festival's activity.

"It means we will be looking to use only Fair Trade products wherever we can," Mr Morris said, "not only in what we do but also encouraging our suppliers, such as food traders."

The festival, which regularly attracts over 10,000 people to the Swansea Valley, will introduce a dedicated Fair Trade area this year, in which only companies and organisations selling Fair Trade products will be present. There will also be special Fair Trade workshops and demonstrations.

"As a largely world music festival, Pontardawe has always had a distinctly 'world'/ethnic flavour, and becoming a Fair Trade event seemed like a logical next step," Festival chairman David Hammond-Williams said. "Sustainability has become a key feature of the organisation in recent years. We already source almost all our supplies locally, for example, and recycle up to 80% of our waste."

Elizabeth Hudson of the Wales Co-operative Centre, who supports businesses converting to Fair Trade, said: "The Pontardawe Festival is taking the lead by becoming the first music festival in Wales to adopt a Fair Trade policy. It's very exciting and shows real commitment to helping producers in developing countries, as well as supporting local farmers."

END - Words 278 - March 31, 2008

NOTE:

PONTARDAWE INTERNATIONAL MUSIC FESTIVAL is an annual celebration of world, roots, Celtic and folk music and dance. Established in 1978, it has four stages featuring over 100 acts from Wales and the world.

The festival Craft Market has around 100 stalls selling a variety of merchandise from around the world. Special dispensation will be given to stallholders promoting fair Trade products.

A copy of the festival's Fair Trade policy is attached.

Pontardawe Festival - www.ponty2008.com

Fair Trade Wales - www.fairtradewales.com

Further press information and pictures: www.pontardawefestival.com/press



A FAIR TRADE INTERNATIONAL MUSIC FESTIVAL

As an existing event that has celebrated multi-cultural diversity and culture for 30 years, we the undersigned commit to being a Fair Trade music festival and organisation

- ✓ We have decided that this music festival will use Fair Trade products wherever possible and support and promote Fair Trade.
- ✓ We have appointed a Co-ordinator who is responsible for our Fair Trade policy.
- ✓ Volunteers, staff and officers have access to Fair Trade refreshments... tea, coffee and snacks
- ✓ Event concessionaires shall serve Fair Trade tea, coffee fruit and snacks
- ✓ Fair Trade retailers have in the past and will again feature in the festival craft market
- ✓ Fair Trade tea and coffee is served at meetings and offered to visitors.
- ✓ When booking outside venues we always request Fair Trade refreshments.
- ✓ Officers and volunteers:
 - understand the meaning of Fair Trade
 - recognise the benefits that it brings to producers
 - are aware of the range of Fair Trade products available.
- ✓ Our website/newsletters will run regular features on Fair Trade.
- ✓ We will celebrate and promote Fair Trade at all festival events
- ✓ Resources on Fair Trade will be made available via our website and at festival outlets for anyone who is interested to learn more about Fair Trade.
- ✓ We will send a representative to our local Fair Trade steering group when possible.
- ✓ We are already looking at other ways to introduce or extend Fair Trade into our business practice, such as festival merchandise (t-shirts etc).

Organisation Director: David Hammond-Williams

Fair Trade Co-ordinator: Emyr Morris

Date: 11 March 2008

Organisation: Gwyl Pontardawe International Music festival

Business address: Festival Office, 44 Swansea Road, Pontardawe, Swansea SA8 4AL

Telephone: 01792 830200

Email: info@pontardawefestival.com

Website: www.pontardawefestival.com