

Media releases

Some general tips for sending media releases

(Sample media releases below for you to edit or use as an example)

- Keep it to one page
- Focus on local media in your area and try to keep the story relevant to the area that the media outlet reaches
- Your heading will often be the difference between your release getting read or not – make sure it grabs attention
- Include any events or activities that would be of interest, especially for a photo-shoot
- Call the outlet and ask them who to send the release to and how they prefer it to be sent (email or fax)
- A follow-up call in a couple of days is usually a good idea to remind them about it

- **Media release.....media release.....media release.....**

Local businesses asked to go ‘Fairtrade’

Local [insert name] group has written to local coffee retailers in [add region] asking that they stock Fairtrade coffee and in doing so help coffee farmers in developing countries to earn a decent income.

“Coffee farmers around the world have seen their incomes plummet as the price paid to them for their coffee has crashed to as low as just 30% of the price paid 15 years ago. By buying Fairtrade coffee we can enjoy great coffee and improve the lives of poor coffee farmers,” said group spokesperson [name].

Fairtrade certified products are rapidly increasing in popularity in Australia, with sales for Fairtrade coffee increasing 240% in 2004. “People increasingly want to buy ethical products and buying Fairtrade is a good way of doing this,” said group spokesperson [add name].

The difference between Fairtrade and non-Fairtrade coffee is that the farmer receives a fair price for the coffee. This price enables small-scale farmers to provide the basics of life for their family – food, shelter, healthcare and education for their children. Many coffee farmers are currently not able to afford healthcare or school fees.

Oxfam Australia’s coffee campaign has highlighted a crisis in the coffee industry due to recent price falls and ongoing instability in the coffee market. “Coffee farmers are really hurting and we want local people to have the opportunity to change that situation,” said [name]. “All too often we feel powerless to change the world. Fairtrade coffee, however, offers us the chance to make a difference for the better.”

Fairtrade also means improved environmental methods for growing coffee and growers establishing democratic associations or co-operatives to undertake local community development projects with the proceeds of Fairtrade, resulting in local health services, credit schemes and improvements to local schools.

“The Fairtrade option provides us all with the opportunity to make a difference to peoples lives,” said [name]. “Just think how much more enjoyable your coffee will be when you know it’s helping to lift coffee farmers out of poverty. This is not charity but providing people with a fair go.”

People interested in sourcing Fairtrade coffee can find their closest outlet at www.oxfam.org.au/fairtrade

<p><insert name and contact phone number> <insert details of any events you are running – also include this within the body of the release but remember to keep it to one page ></p>
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Media release....media release....media release.....

Fairtrade coffee now locally available

Following requests from the [name] group, [name of local business] is now stocking Fairtrade coffee, and in doing so, helping coffee farmers in developing countries to earn a decent income.

“It’s great to see a local business responding to local needs. Coffee farmers around the world have seen their incomes plummet in recent years as the price paid to them for their coffee crashed to just 30% of the price paid 15 years ago. By offering Fairtrade coffee to their customers, people are able to enjoy great coffee and improve the lives of poor coffee farmers,” said group spokesperson [name].

“I urge everyone to make the switch to Fairtrade coffee and start changing the world one cup at a time,” said [your name] from [name] group.

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The difference between Fairtrade and non-Fairtrade products is that the farmer receives a fair price for their efforts. This price enables small-scale farmers to provide the basics of life for their family – food, shelter, healthcare and education for their children. Many farmers are currently not able to afford healthcare or school fees.

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