

## Press Release

### ORGANIC WINE TRADE CO. INVITES FIRST LADY MICHELLE OBAMA TO MAKE THE WHITE HOUSE A "FAIR TRADE HOME"

#### ST. PAUL, MN, AUGUST 2009:

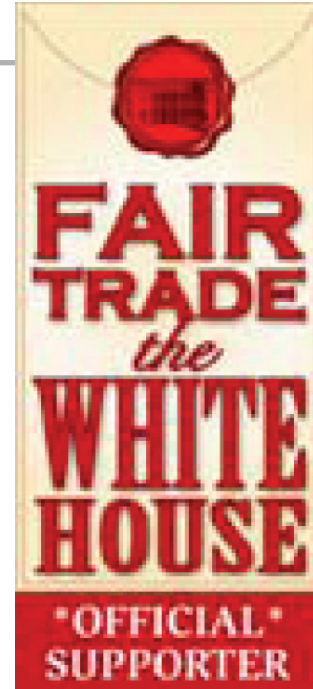
Organic Wine Trade Company, an organic and fair trade wine importer and distributor, is reaching out to the White House as a part of the national grass-roots, nonpartisan coalition "Fair Trade the White House."

The Fair Trade the White House coalition consists of fair trade organizations, vendors, retailers, schools, and individuals, who are all cordially inviting the First Lady to join the fair trade movement and declare the White House a "Fair Trade Home." By declaring the White House a "Fair Trade Home," Mrs. Obama can encourage households throughout America to continue refining their buying habits toward ethical consumption so that poverty, both in America and around the world, is reduced.

Organic Wine Trade Company is encouraging the public to sign the public invitation to the First Lady, online at [www.fairtradewhitehouse.com](http://www.fairtradewhitehouse.com). Actor Tony Hale from TV shows "Chuck" and "Arrested Development" and the movie "The Goods", along with all types of fair trade supporters are signing the First Lady's invitation to show Mrs. Obama the momentum of the fair trade movement that has grown to over \$4 billion in 2008 global revenue, and accounts for over 1.5 million workers around the world (FLO, 2009).

Through fair trade, people producing a product are treated fairly, paid fairly, and are being fair to the environment. Marc Carrigan, National Chain Sales Manager of Organic Wine Trade Company, notes, "As the leading importer and distributor of fair trade wines, we link small organic farmers with ethical consumers. In doing so, shoppers directly support sustainable farming, fair environmental practices, and fair job creation in both the States and in countries throughout South America."

If the First Lady accepts the "Fair Trade the White House" invitation, the goal is to conduct a ceremony in May 2010, "World Fair Trade Day" in which gift bags are provided for the White House staff and First Lady. Organic Wine Trade Company will be providing the fair trade wine for the gift bags.



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[www.organicwinetradecompany.com](http://www.organicwinetradecompany.com)

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## About Organic Wine Trade Company

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Organic Wine Trade Company is committed to finding delicious, earth-friendly wines for the socially conscious wine drinker. Our mission, with every wine is to savor the fruits of the vine while experiencing the true heart and soul of the grape. Our wines are either Fair Trade Certified™, made from organically grown grapes, produced from biodynamic vineyards or follow sustainable farming. With every glass of our wine you can directly help the grower, their communities and the environment. This is why every glass matters!

## About Fair Trade the White House

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Fair Trade the White House was initiated in February 2009 by Anti-Body (anti poverty, beautiful body), a fair trade body-care company. A steering committee joined Anti-Body in June 2009 and is comprised of representatives from Alter Eco, Dr. Bronner's, Equal Exchange, Fair For Life (IMO), Fair Trade Federation, Fair Trade Resource Network, Green America, Handmade Expressions, L. Ishii & Associates, TransFair, and advocate Jacqueline DeCarlo. For a complete and current list of supporting parties, visit: [http://www.fairtradewhitehouse.com/ftwh\\_media\\_kit.pdf](http://www.fairtradewhitehouse.com/ftwh_media_kit.pdf)

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