

# Thursday 16<sup>th</sup> July

## Writing an Information Leaflet

..... about FairTrade



First, let's find  
out about  
Fair Trade.



Fairtrade is about people, who don't get enough pay.  
After working their hardest day after day.  
Their profits are so small they can't keep going.  
They need our help so they can keep on growing.





By supporting Fairtrade you get quality goods,  
a scrumptious bar of chocolate that tastes as it should.



These people are the same, as you and I,  
But they need our help to hold their heads high.  
So next time you are choosing a chocolate bar,  
Remember Fairtrade is best by far!



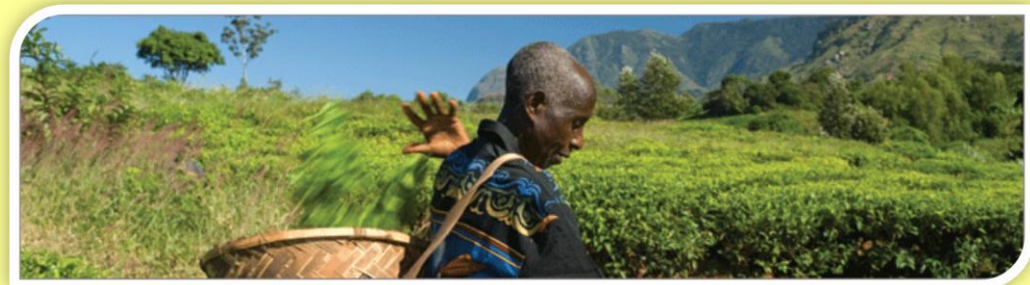
Did you know that Ben & Jerry's  
make Fairtrade products?

The Fairtrade Foundation was set up at the beginning of the 1990s by agencies including Christian Aid, Oxfam, and the World Development Movement.

It was set up to help people who suffered because of **unfair world trade prices.**



That's why we support something called Fairtrade.



# The first FAIRTRADE product was Green and Black's Maya Gold chocolate.

It appeared on the supermarket shelves in 1994.



How many years ago was 1994?





***You can make a difference  
support Fairtrade by buying Fairtrade goods in  
shops and supermarkets, or even in school.***





# Writing an Information Leaflet

Now, let's find out about how to write a leaflet.



Important words  
in bold or italics

Writing in paragraphs

**A GREAT DAY OUT**  
For a great day out explore Catalyst and discover the colourful world of science and technology. What a wonderful day is fun. Our award winning museum has over 100 hands-on exhibits for all the family, which include quizzes, puzzles and touch-screen computers - there's always something new to discover!  
See chemistry coming to life through a unique blend of interactive exhibits and displays which recreate the past and bring new technology to life.

**GALLERIES**  
At Catalyst there are four fascinating galleries to explore. In Scientific get to grips with our giant bubble machine and experiment with colourful crystals and magical mixes. Experience an insight into yesteryear in Birth of an Industry through archive film footage and life-like reconstructions.

**CAFÉ**  
In Chemicals for Life discover how the chemical industry remains an integral part of everyday life and explore the vital role of modern materials in fashion, photography, toys and health. Travel to our rooftop Observatory Gallery by an all-glass lift, which reaches 30 metres above the River Mersey, and marvel at the panoramic views.

**SHOP**  
Catalyst's museum shop offers a wide range of intriguing scientific toys and gifts, plus quality souvenirs to serve as a reminder of your day. Our café is a perfect place to enjoy a range of hot meals, snacks and drinks, whilst viewing the nearby Spike Island waterside park and river estuary.

**EDUCATION SERVICE**  
Catalyst offers a complete education service, where learning about science is challenging and fun. Directly linked to the National Curriculum, our programme offers workshops, themed weeks and special events throughout the year. Discounted rates are available for pre-booked schools.

**CONFERENCES**  
Why settle for the usual when you can select the unusual for your next company event. Catalyst offers top class corporate facilities for a wide range of company events and meetings.

**EVENTS**

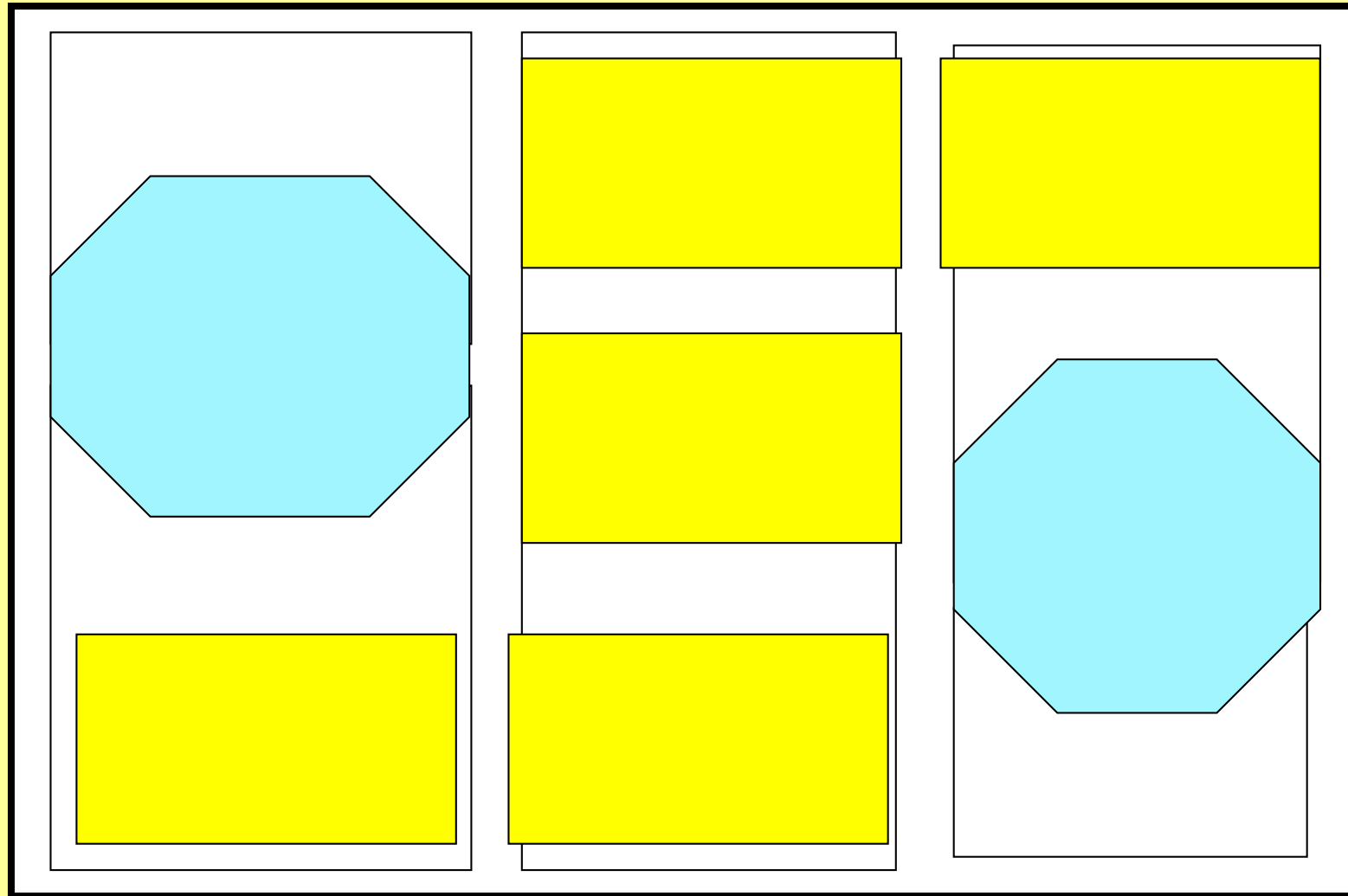
**GALLERIES**

**EDUCATION**

**CONFERENCES**

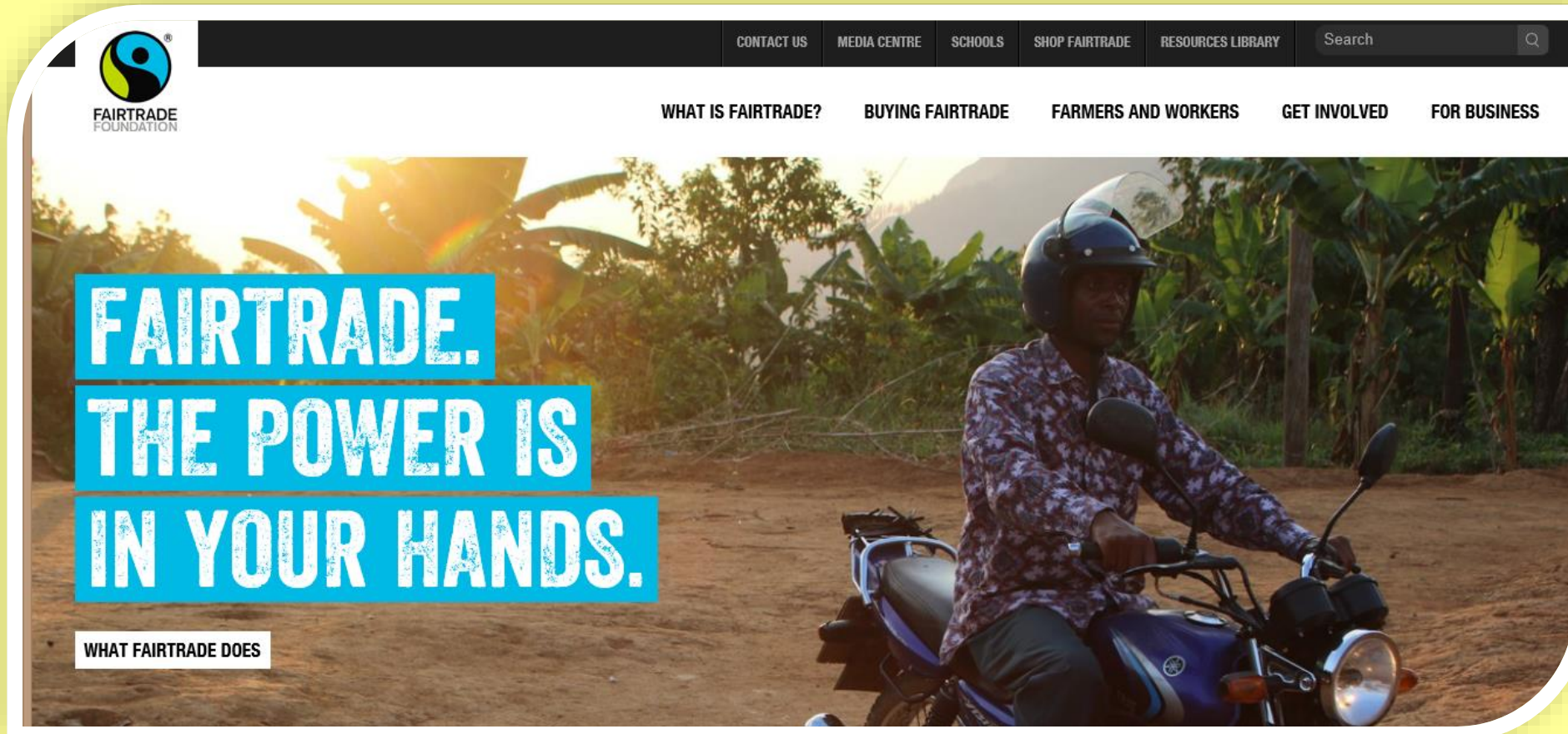
Subheadings

# Layout is important





What will you include in your information leaflet?



# FairTrade - The Organisation



You could include information about how the organisation was created.



# FairTrade Food



You could include information about how the types of FairTrade food we can buy.



# FairTrade Farmers



You could include information which tells your reader about FairTrade farmers.



# FairTrade Advertising



You could put advertisements in your leaflet to tell your reader about FairTrade and persuade them to buy FairTrade goods.

# NOW FIND YOUR INFORMATION ...




[www.fairtrade.org.uk](http://www.fairtrade.org.uk)

Follow this link to the FairTrade website where there is more information that might help you.

.... and write your own information leaflet.



# I have included this template in your pack.

<b>Fairtrade Fortnight Information Leaflet</b>	<b>Where to find out more...</b>	<b>A Fairtrade Recipe</b>	
 twinkl visit twinkl.com			

<b>What is Fairtrade?</b>	<b>What Fairtrade Products are Available?</b>	<b>What can you make with Fairtrade products?</b>	
		<p>Here are some ideas:</p>	
<p>A Fairtrade Farmer</p>			
<p>What Does Fairtrade do for Farmers?</p>	<p>Fairtrade products look like this:</p>		

Or you may wish to use a blank one and just use your own ideas.

Remember to include a title and sub-headings.

The image shows a blank template for a three-column layout, likely for a book or report. It features three vertical columns separated by lines. Each column has a large rectangular box at the top for a title or sub-heading, followed by several horizontal lines for text. The rightmost column has a small 'twinkl.co.uk' watermark at the bottom right.