

## **FUN NEWS STORY AND PHOTO OPPORTUNITY**

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### **Asda fail test on school uniforms**

**Celeb and pupils give Asda a 'bad report' for failing to sell Fairtrade school uniforms.**

Stacey Dooley, star of BBC3s 'Blood, Sweat & T-shirts' and 'Stacey Dooley Investigates', accompanied by students from schools across London, will give a giant mock up 'bad school report', to Asda next Wednesday, showing its failure to sell Fairtrade cotton uniforms. The students will demand that Asda start to sell Fairtrade cotton school uniforms [1] as part of charity People & Planet's new 'Wear Fair' campaign [2] which aims to get all UK schools to adopt Fairtrade cotton uniforms by 2015.

The campaign is targeting Asda, a supermarket rarely out of the headlines for problems with sweatshops [3]. Asda lags behind other major supermarkets - the students say, because of its failure to offer Fairtrade cotton uniforms.

With Ms Dooley, who hopes to encourage young people to think about where their clothing comes from, the students will proceed to hand over the 'bad school report' to Asda management [4]. They will also hand in photos of 2000 students, who each wrote personal messages asking that Asda switches its uniforms to Fairtrade cotton [5].

The giant 'bad school report' will be handed in during the first week of Fairtrade Fortnight when students across the UK will be asking their schools to switch their own uniforms to Fairtrade cotton.

#### **Quotes**

Fiona Ranford, Fairtrade Campaigner at People & Planet, said:

Research we commissioned showed that around 70% of school and college students want their uniforms to be made from Fairtrade cotton. Asda don't sell any Fairtrade cotton uniforms at all, meaning poverty and hardship for the farmers making their school uniforms. That's why students across Britain are targeting the supermarket with this campaign.

Malek Araki, a student at Ealing College says:

'I did some research on Fairtrade and I've realised how big it is and

what great things it does for farmers'.

There is also a growing concern amongst parents that the school uniforms they are buying are contributing to the hunger and hardship faced by cotton producers. Anna Heywood, a mother of two from Newcastle says:

'I want to ensure that no one has been exploited in making my children's school uniform but like most parents I haven't got the time or knowledge to start investigating the supply chain of my daughter's school jumper or all the different ethical schemes that the high street stores and supermarkets claim to sign up to. The Fairtrade label is the only guarantee that can instantly assure me that the producers are being treated fairly'.

-Ends-

Notes to editors

[1] Stacey Dooley is one of the six British teenagers taken over to work in Indian sweatshops, as part of a four week experiment for the BBC TV programme Blood Sweat & T-shirts

She was appalled and shocked by the conditions clothing sold in high street shops are made under. She currently features in her own programme 'Stacey Dooley Investigates'.

[www.bbc.co.uk/thread/blood-sweat-tshirts/](http://www.bbc.co.uk/thread/blood-sweat-tshirts/)

[2] \*People & Planet\*

Founded as Third World First, People & Planet has 40 years' experience of supporting student activism and campaigns to end world poverty, defend human rights and protect the environment.

[www.peopleandplanet.org](http://www.peopleandplanet.org)

\*Wear Fair campaign\*

The school clothing market is worth £1 billion per year. Colleges spend tens of millions per year buying clothes for their sports teams, staff and vocational courses. People & Planet's Wear Fair campaign aims to transform this market by increasing demand for Fairtrade cotton, and so having a positive impact on the lives of thousands of cotton farmers.

[www.peopleandplanet.org/wearfair](http://www.peopleandplanet.org/wearfair)

[3]<http://www.dailymail.co.uk/news/article-421227/Bargain-retailers-Tescos-Asda-Primark-depend-sweatshops--report.html>

[4] The online photo petition to Asda can be found at [www.peopleandplanet.org/wearfair/shoutout](http://www.peopleandplanet.org/wearfair/shoutout).

[5] The Wear Fair campaign aims to get Fairtrade cotton uniforms sold in supermarkets where 80% of uniforms are bought. It is currently targeting Asda because, unlike their rivals, Asda do not sell any Fairtrade cotton school uniforms despite saying that they are 'passionate about Fairtrade' <http://your.asda.com/products>

Further information on why the campaign is targeting Asda can be downloaded at [www.peopleandplanet.org/dl/asdainfosheet.pdf](http://www.peopleandplanet.org/dl/asdainfosheet.pdf)

