

# The Big Brew 2010

**22<sup>nd</sup> February to 7<sup>th</sup> March 2010 – to run alongside Fairtrade Fortnight**

**with a special emphasis on Fairtrade tea, to expand the market for the growers who are waiting for a Fairtrade outlet for their crop**

A chance for Diocese-wide action! Sponsored by Traidcraft, it promotes Fairtrade by

- involving the local community in a church-related event
- attracting media coverage
- increasing awareness of the Fairtrade Mark

For Fairtrade churches, it is an easy way to fulfil your pledge to take action during Fairtrade Fortnight

## How to put on a Big Brew Event

- During the fortnight churches throughout the Diocese put on a social event
- **Each event must be called The Big Brew.** Under that name, a huge variety of events is possible!
- **The key is to invite people from outside the church to have a free cup of Fairtrade tea or coffee and engage with them on the benefits of Fairtrade to the producer.** See <http://fairtrade.london.anglican.org> for ideas from the Big Brew 08 & 09. Choose a manageable event which suits the style of your church. Could you link up with other churches to host an event together with a bigger impact in a strategic location?
- You may charge for the event or raise funds through stalls etc, but **the Fairtrade tea & coffee must be free**
- It is an outreach event, so **invite outsiders!**
- **Register your event with us** by using the Big Brew registration/order form so that we can compile a list of events for our publicity. Please return the form (with cheque if ordering the catering pack) **by 15 January**
- Traidcraft provides Big Brew posters and flyers and discounted catering packs, including campaign material about tea, and a tea quiz, which can be ordered on your registration/order form.
- Make information about Fair Trade available. Leaflets, T-shirts, bunting, balloons etc are available through the Fairtrade Foundation at [www.fairtrade.org.uk](http://www.fairtrade.org.uk) School Assembly and worship resources will be available at [www.traidcraft.co.uk](http://www.traidcraft.co.uk) .
- **Media coverage is important.** Please send us a report afterwards, with photos if you can. Remember to get parental consent for any pictures of children. Tell your local paper (and radio) too!
- The more churches take part, the more people will be aware of a big event taking place
- Contact us if you need a registration order/form via our email [fairtrade@london.anglican.org](mailto:fairtrade@london.anglican.org)
- **Have fun!**