

The Fair Traders Cooperative

the cooperative with a difference, making a difference

TAKE A STEP with a Fairtrade Football The Keepy Uppy Challenge

The focus for [Fairtrade Fortnight 2012](#) at The Fair Traders Co-operative is **footballs** – and how they can make a difference to the lives of children and families in Pakistan and Sri Lanka.

WHAT IS THE KeepyUppy Challenge?

Show your support for Fair Trade by keeping a fairtrade football in the air, on the move, for as long as you can.

USE ... Feet and heads (as in football) or hands only (as in volleyball) or hand to hand (as in paralympic/wheelchair)

WHEN? ... Any time between now and the end of March 2012

WHO CAN TAKE PART? ... Anyone!
Try a team of one, a team of two or get a group together

WHERE?... Anywhere safe!
But how about a famous landmark, with a celebrity, in fancy dress.... the more imaginative the better!

WHY?

To show your support for Fairtrade and tell as many people as you can about Fairtrade footballs, to make a difference to the lives of people in Pakistan, Sri Lanka and India.

To find out more about how the Fairtrade premium helps children and families. Visit our [blog pages](#) to read about –

- People like Mohammed, a football stitcher in Talon, Pakistan and his brother Rezwana who set up a laundry
- People like baby Mordacus, born at a good hospital in Sialkot
- People like Shymala, who works in the New Ambadi latex factory, who hopes her granddaughter will train as a nurse

AND ... to have some fun at the same time

HOW TO TAKE PART

1. Buy a fair trade fun football from www.thefairtraderscooperative.co.uk, or shop in person at The Fair Traders Cooperative, Holmfirth, HD9 2JS
2. Choose your location and your team for the challenge and have a practise at keeping the ball moving and in the air!
3. Ask someone to time and photograph or video your best efforts.
4. Send us your details – name/s of who took part, where and when, and your challenge time, ie how long you kept the ball moving and in the air, and any photos or videos to

info@thefairtraderscooperative.co.uk

or upload to our Facebook page, [Fairtraders Cooperative](#)
or tweet @FairTradersCoop

by post to The Fair Traders Cooperative, 32-34 Huddersfield Road, Holmfirth HD9 2JS

by 31st March 2012

Good luck!

Anyone under 18 must obtain permission from a parent or guardian. Entries will be used to highlight the Take a Step For Fairtrade campaign and may be used on our web site at www.thefairtraderscooperative.co.uk, or on our Facebook or Twitter pages.