

Sonia's Smile

85 Main Street

Haworth

West Yorkshire

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22 April 2015

To whom it may concern.

I am writing to offer support to Sabeena Ahmed in her endeavours to raise awareness of Fair Trade, particularly in the UAE.

I have a Fair Trade shop in Haworth, Yorkshire, the first Fairtrade village in the world and was introduced to Sabeena through a colleague. We have since met several times and I cannot praise highly enough her dedication and passion for helping exploited farmers and workers to improve their lives.

In the UK we have a huge network of volunteer groups supporting each other with campaigns, ideas and resources. Sabeena has no such network but has built up a huge knowledge on which she can draw to present the concept of fair trade.

Having travelled extensively and met with the artisans she has experienced first hand the conditions, seen the challenges and knows that there is something we can all do to be part of the change for a better future.

I feel privileged to know Sabeena and highly recommend her hoping that your organisation will consider inviting her to introduce The Little Fair Trade Shop and her inspirational work.

Yours faithfully

Rita Verity
Owner Sonia's Smile
Director, The FIG Tree International Fair Trade Visitor Centre

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