



For Immediate Release
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SERRV Wins Award from the Fair Trade Federation

Madison, Wis. – SERRV has received the inaugural award for "Outstanding Service to the Fair Trade Community" from the Fair Trade Federation (FTF). SERRV is a nonprofit organization based in with a mission to eradicate poverty by working with 75 groups of artisans and farmers around the world to market their handcrafted products, grow their businesses and better their lives.

Carmen lezzi, Executive Director of FTF, applauded SERRV and said, "The Fair Trade Federation could think of no better organization to honor with its first award for Service to the Fair Trade Community than SERRV. Their tireless commitment to artisans and farmers over the last sixty years, as well as their numerous contributions to the broader Fair Trade movement, are a great example to new and established Fair Trade organizations alike!"

The Fair Trade Federation (FTF) is the trade association that brings together more than 270 North American organizations fully committed to fair trade. The Federation is part of the global fair trade movement, promoting a system that aims to pay fair wages and creates long-term, direct trading relationships based on dialogue, transparency, equity and respect.

Kathy Harley, SERRV Customer Service Manager, accepted the award on SERRV's behalf at the Fair Trade Federation's annual conference in Portland, Oregon. "I was thrilled and excited to see that we are recognized for our years of development efforts and our work with artisans," Harley said.

Learn more about SERRV at www.serrv.org

Learn more about the Fair Trade Federation at <http://www.fairtradefederation.org>

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