

BUSINESSES THAT CHANGE THE WORLD

The Buy Good. Feel Good. Expo

May 13th & 14th 2017

April 20, 2017 (Toronto) - The Buy Good. Feel Good. Expo, dedicated to promoting businesses that put people and planet first, returns to Toronto, North America's largest fair trade city, on May 13th and 14th at Heritage Court: Enercare Centre in Exhibition Place. North America's most diverse exhibition of social enterprises, it features businesses that invest in the common good. From foodstuffs such as coffee, honey and fruit to jewellery, clothing, accessories, and hand-made gift items, the Buy Good. Feel Good. Expo allows consumers and retailers to support those whose business model puts social and environmental issues first – buy good, feel good.

“As a consumer, you can make a difference by supporting ethical business practices where profit is not the sole objective,” says Rafik Riad, founder of the Buy Good. Feel Good. Expo and a leading advocate about the concept of Social Enterprise. “We need to become more aware of the ripple effects of our choices. When buying fair trade products, you are inevitably helping to improve the lives of families in developing countries. You know that workers aren't being exploited and that environmental resources aren't being squandered. These businesses still turn a profit, but they also make it a priority to try and solve social and environmental problems to create a more equitable society.”

With May being recognized globally as Fair Trade month, the Buy Good. Feel Good. Expo features products that are ethical, sustainable and socially responsible. With more than 70 exhibitors from Canada, the U.S. and as far away as India, Chile and Egypt, there are numerous items that would make unique, practical and ethical gifts for birthdays, Mother's Day or a new graduate. Buy good, feel good examples include:

- Little by Little Home Decor – an orphan prevention program working in Haiti that offers job opportunities to impoverished parents, www.LittleByLittle.ca;
- Sitti Soaps – a Canadian social enterprise employing Middle Eastern refugees in Jordan, www.SittiSoap.com;



Saturday and Sunday
MAY 13-14, 2017

Heritage Court-Exhibition Place

10 AM to 6 PM

#BGFG2017

BUY YOUR TICKET AT:
www.buygoodfeelgood.com

- Fair Trade Jewellery Co. – rings, earrings and necklaces made from materials – diamond, gold that are ethically sourced, sustainable and affordable, www.FTJCO.com;
- ROOTA – a social enterprise working with the garbage collectors of Cairo, Egypt and provides them with access to the Canadian market for their recycled products, www.Roota.org;
- African Bronze Honey Project – a social enterprise working with 10,000 beekeepers in Zambia – “empowerment in a bottle”, www.AfricanBronzeHoney.com;
- Wakami Canada Jewellery – working closely with a non-profit in Guatemala, Wakami Canada jewellery funds community projects for education, water and sanitation, www.WakamiCanada.com;
- Equifruit – a Canadian importer of Fairtrade and Organic certified bananas from cooperatives in Peru and Ecuador, www.Equifruit.com;
- Fabric of Humanity – a Canadian social enterprise that is weaving philanthropy into business through their apparel, www.TheFabricOfHumanity.com
- And more...

“Our goal with the Buy Good. Feel Good. Expo is to build a community of Canadians who are interested in alternative forms of consumption and are interested in becoming active global citizens.” says Riad. “Our consumers typically want to know the story behind the product they’re purchasing before they inquire about the price.” The Buy Good. Feel Good. Expo connects ethical businesses to consumers who believe in the power their purchases have to shape the world around them. In addition to the exhibitors there are also non-profit advocacy groups who strive to engage with and educate consumers about the importance of social enterprises where everyone benefits from fair trade, sustainable resources and environmentally-conscious practices. Some of these groups include:

- Fairtrade Canada – a Canadian organization that contributes to the success of the international Fairtrade certification system, www.Fairtrade.ca;
- B Corporations – an international organization that certifies for-profit companies via the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability and transparency, www.Bcorporation.net;
- Ocean Wise - a Vancouver Aquarium conservation program that aims to tackle the crisis of overfishing by working with partners to clearly label products so consumers can make sustainable choices, www.OceanWise.ca;

- Ontario Council for International Cooperation - an expanding community of Ontario-based international development and global education and individual associate members working globally for social justice, www.OCIC.on.ca;
- Art Starts - a not-for-profit organization that uses the arts as a vehicle to encourage social change in Toronto's underserved neighbourhoods, www.ArtStarts.net.

The Buy Good. Feel Good. Expo will also feature interactive demos and discussions throughout the weekend to share the stories of the people behind the products. There will also be an ethical fashion show on Sunday - a perfect way to spend Mother's Day. Tickets to The Buy Good. Feel Good. Expo cost \$10 for Adults, \$7 for Seniors or Students and \$20 for a Family Pass (two adults and three children aged 13-17 years) with special discounts for groups of eight or more. Tickets can be purchased online at www.BuyGoodFeelGood.com or at the door. The Buy Good. Feel Good. Expo runs from 10 a.m. – 6 p.m. on May 12th and May 13th at Heritage Court: Enercare Centre in Exhibition Place.

-30-

For more information, contact:
Amira Girgis
amira@thefairtradeshow.com