

News Release January 2010
Sport Relief: 19-21 March 2010



Go for Gold for Sport Relief 2010!



**Gleaming golden milk chocolate medals brought to you by
Dubble Fairtrade Chocolate & Sport Relief**

Celebrate Sport Relief in style with a Dubble Fairtrade milk chocolate gold medal: smooth & creamy milk chocolate encased in golden foil. The perfect prize for all of those who are rising to the challenge and doing the Sainsbury's Sport Relief Mile! Dubble's Fairtrade milk chocolate gold medals (23g) are available now exclusively at Sainsbury's and cost £1.00. A 10% donation from every purchase will go to Sport Relief.

Dubble and Sport Relief, a fundraising initiative of Comic Relief, have teamed up to give this year's celebrations a winning flavour! The 23g medal carries the Fairtrade Mark and Sport Relief logo and comes with a ribbon for hanging around the neck. Dubble Fairtrade milk chocolate is made with the very finest cocoa beans from Ghana and is free from artificial flavourings, colourings & preservatives, is suitable for vegetarians and is Kosher certified.

Dubble has a lot to celebrate this year. The smooth milk chocolate with a crispy-crunch 40g bar was launched in 2000 by parent company Divine Chocolate Ltd, the UK's leading farmer-owned Fairtrade chocolate company. It is still the only to chocolate bar to offer young people great tasting chocolate products with a Fairtrade guarantee.

Comic Relief supports Fairtrade as part of its commitment to creating a just world free from poverty. As well as working together to create Fairtrade chocolate products for young people all year round (there's lots of other choccy treats in the Dubble range), Dubble and Comic Relief have an acclaimed track record in creating ground-breaking educational resources for teachers and students, as well as creating opportunities for young people to voice their own views about Fairtrade. Visit www.dubble.co.uk and www.papapaa.org for more information.

Choosing Dubble as your chocolate treat is a delicious way of playing your part in a more equitable trading partnership. Dubble and Divine Chocolate Ltd set the gold standard for Fairtrade chocolate companies because the cocoa farmers own a 45% share in the company. While Fairtrade ensures farmers receive a better deal for their cocoa and additional income to invest in their community, company ownership gives farmers a share of Dubble and Divine's profits and a stronger voice in the cocoa industry.

Remember Dubble chocolate is available all year round, not just for Sport Relief! Dubble's countline chocolate bar is available at Co-op and Oxfam stores nationwide. Also find Dubble Easter eggs now at Booths supermarkets and Oxfam shops across the country.

Ends

For more information please contact [Rosanna Mayhew](mailto:Rosanna.Mayhew@oxfam.org.uk).

Editors' notes:

- For more details about Dubble visit www.dubble.co.uk
- For Fairtrade educational resources visit www.papapaa.org
- Dubble is still the only Fairtrade chocolate created specifically for the youth market. Dubble and Divine are the only Fairtrade chocolate companies also co-owned by cocoa farmers. Kuapa Kokoo, a co-operative of 45,000 cocoa farmers in Ghana, benefits not only from the Fairtrade premium on the sale of their beans, but also receives a 45% share of Divine's distributable profits giving the farmers more economic stability, as well as the increased influence in the cocoa industry company-ownership brings
- The Dubble range includes a crunchy milk chocolate 40g bar made with caramelised crisped rice, a Dubble Easter Egg and Dubble Mini Speckled Eggs. Dubble is available from Oxfam stores nationwide and www.ethicalsuperstore.com. Selected Dubble products are available from Booths supermarkets and Co-op stores. Divine Chocolate Ltd. is also owned by Twin Trading and Oiko Credit, and is supported by Christian Aid and Comic Relief.
- All Dubble (and Divine) products carry the Fairtrade Mark. This is an independent guarantee certified by the Fairtrade Foundation that the ingredients are sourced under internationally agreed Fairtrade terms and conditions. These include a guaranteed, secure minimum price, an extra social premium payment for the farmers to invest in their own community programmes, long term trading contracts, decent health and safety conditions – all aimed at empowering farmers to make their own improvements to living standards and prospects for the future

About Sport Relief

As one of the UK's biggest fundraising events, Sport Relief brings the entire nation together to get active, raise cash and change lives. The Sport Relief Weekend takes place from Friday 19th March to Sunday 21st March 2010 including a night of Sport Relief telly on BBC One and the Sport Relief Mile events across the UK on Sunday 21st March. All the cash raised by the public will help transform the lives of those living tough lives across the UK and the world's poorest countries.

Since its launch in 2002, millions of people have taken part in Sport Relief, helping to raise over £80 million. Sport Relief has a unique history of dedicated people doing extraordinary things to rise to the challenge, from David Walliams' astonishing swim across the English Channel to Eddie Izzard's truly amazing marathon a day around the UK. Further information is available on www.sportrelief.com

Sport Relief is an initiative of Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland).