

FOR IMMEDIATE RELEASE

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THE CHICAGO MARKET: LIVING AND GIVING® PARTNERS WITH THE FAIR TRADE FEDERATION TO SHOWCASE HANDCRAFTED YET SOCIALLY RESPONSIBLE ARTISTS AND PRODUCTS

CHICAGO (November 10, 2009) – This January, The Chicago Market: Living and Giving® is excited to announce the addition of the Fair Trade Pavilion, an area that will be dedicated to Fair Trade Federation artists and products. The new Pavilion will be adjacent to the Beckman's™ Handcrafted Show and will offer buyers and retailers high-end quality products which create sustainable and positive change for some of the world's poorest communities.

The Fair Trade Federation (FTF) is a trade association that strengthens and promotes North American Organizations fully committed to Fair Trade. The Federation is a part of the global Fair Trade movement, building equitable and sustainable trading partnerships and creating opportunities to alleviate poverty. Fair Trade products are in high demand in the Midwest and across the country and The Chicago Market has expanded its handcrafted selection with Beckman's to accommodate a Fair Trade Pavilion.

“For more than sixty years, Fair Trade Organizations have offered high quality products which create positive change for some of the world's poorest communities,” said Federation Executive Director Carmen K. Iezzi. “We are delighted to be working with MMPI to establish a special place for buyers and retailers to access Fair Trade products at The Chicago Market. The FTF logo indicates that a company has Fair Trade at the heart of what they do.”

“As consumers also gravitate toward global products and embrace social responsibility, it has become imperative for retailers to include ethically produced merchandise in their store's offerings,” said Joan Ulrich, senior vice president, MMPI. “The Chicago Market is excited to offer a Fair Trade Federation section, so buyers and retailers can have an extensive selection of handcrafted brands and product categories to choose from.”

The Chicago Market is excited to welcome 14 exciting Fair Trade Federation exhibitors, including:

A Bridge for Africa Foundation, www.bridgeforafrica.org
Baskets of Cambodia, www.basketsofcambodia.com
Dunitz & Company, www.dunitz.com
Handmade Expressions, www.handmadeexpressions.net
Mata Traders, www.matatraders.com
Maya Works, www.mayaworks.org
Minga Fair Trade Imports, www.mingaimports.com
Partners for Just Trade, www.partnersforjusttrade.org
Sustainable Threads, www.sustainablethreads.com
Tibet Collection, www.tibetcollection.com
Venture Imports, www.ventureimports.com
Women of the Cloud Forest, www.womenofthecloudforest.com
World-shoppe, www.world-shoppe.com
World Finds, www.worldfinds.com

SATURDAY, JANUARY 23 - Power Lunch N' Learn Seminar

Saturday, January 23, 2010

12:00 Noon – 1:00 PM

Carmen K. Iezzi, Executive Director, Fair Trade Federation

"Great Products, Tremendous Impact: Introduction To Fair Trade for Buyers and Retailers".

Temporary Suites, Floor 8th, Room 8 A

Join Fair Trade Federation Executive Director Carmen K. Iezzi as she describes the Principles of Fair Trade, ways to identify Fair Trade Organizations, and much more. RSVP Required:

events@shopchicagomarket.com.

Chicago Market Dates

January 2010, The Chicago Market: Living and Giving

Chicago Showrooms: Thursday, January 21 – Wednesday, January 27, 2010

Temporaries and Beckman's™ Handcrafted Show: Saturday, January 23 – Tuesday, January 26

For a comprehensive look at all The Chicago Market is offering this January, go to shopchicagomarket.com or call 800.677.6278 (MART).

The Chicago Market: Living and Giving is a trademark of MMPI. **Beckman's Handcrafted Gift Show** is a registered trademark of MMPI. The Chicago Market: Living and Giving is the longest running gift show in the United States and is a quarterly wholesale tradeshow designed for store owners, retail buyers and designers to shop a wide array of quality products ranging from home accents and furniture to handcrafted or eco-friendly product to collectible items, holiday, baby/children's product, gourmet and more. The Chicago Merchandise Mart is located at 222 Merchandise Mart Plaza, Chicago, IL 60654. For more information call 800.677.6278 (MART) or visit www.shopchicagomarket.com.

MMPI is a trade show and property management firm, specializing in managing buildings devoted to wholesale showrooms and commercial office space. MMPI produces more than 300 trade shows, market events and conferences each year.

MMPI manages The Merchandise Mart and 350 West Mart Center in Chicago; Market Square, the Suites at Market Square, Hamilton Market, Plaza Suites, Furniture Plaza and the National Furniture Mart in High Point, N.C.; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center in Washington D.C.

Vornado Realty Trust, owners of MMPI, based in New York City, is a fully integrated equity real estate investment trust. Vornado's common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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