



Building global awareness and investing in people who make a difference

News Release

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Talking chocolate bar teaches kids about global issues and 'fair trade'

OTTAWA – Are you worried that your kids are becoming too materialistic? Do you want to help them understand both their place in the world and how they can help heal the planet's troubles? Try a gift this holiday season of *STOP! Don't Eat Me*, a story about fair trade for kids (and their parents!)

Written by then 18-year-old Naomi Poole, an Ottawa-based social activist, and illustrated by British artist Dave Parker, the book tells the tale of a 10-year-old boy's magical adventure.

Bobby's mouth is watering to take a big bite of his *Whooshhh!* chocolate bar. But before he can sink his teeth in, the chocolate bar starts to speak to him!

STOP! Don't Eat Me is the first of an inspired series of fun books designed to expose children early to global problems by magically exploring difficult issues that privileged kids should know about. With vivid colors and playful drawings, the book teaches children (and their caregivers) about fair trade chocolate in a charming tale that whooshes the wide-eyed Bobby via "chocolate time travel" to a modern chocolate factory, an ancient Aztec country, a field in South America where a little girl shares a meager meal after spending 13 hours working, and to a fair trade shop in England. The world becomes smaller as Bobby learns about chocolate and how his own individual consumer power can make a difference in places far from home.

Proceeds from the book go to PeaceDiviners™ International Inc., a social enterprise dedicated to building global awareness of Majority World issues and supporting social entrepreneurs working to effect change. Profits from the sales go to charity.

STOP! Don't Eat Me

ISBN: 0-9735620-0-5

Printed in Canada on environmentally friendly paper

Age 7 – 11/ adult;

32 pages, 11" X 8.5", fully illustrated, four colors

Available at Ten Thousand Villages, organic food stores and other Fair Trade outlets, or shipped directly; contact PeaceDiviners

Suggested retail price: \$12.95

For more information about *STOP! Don't Eat Me* or to arrange an interview with the author, contact Penny Poole, PeaceDiviners™ International Inc. (Publisher); email: peacediviners@rogers.com; 613 523-8141 or 613 867-8141; Website: www.peacediviners.org

For more information about Fair Trade chocolate and cocoa, contact Kevin Thomson, La Siembra Co-op; email: kevin@lasiembra.com; Tel. 613 235-6122 ext. 235; Website: www.lasiembra.com

For more information about Fair Trade certification, contact TransFair Canada, Chantal Havard, email: chantal.havard@transfair.ca; Tel. 613 563-3351 ext. 22; Website www.transfair.ca