

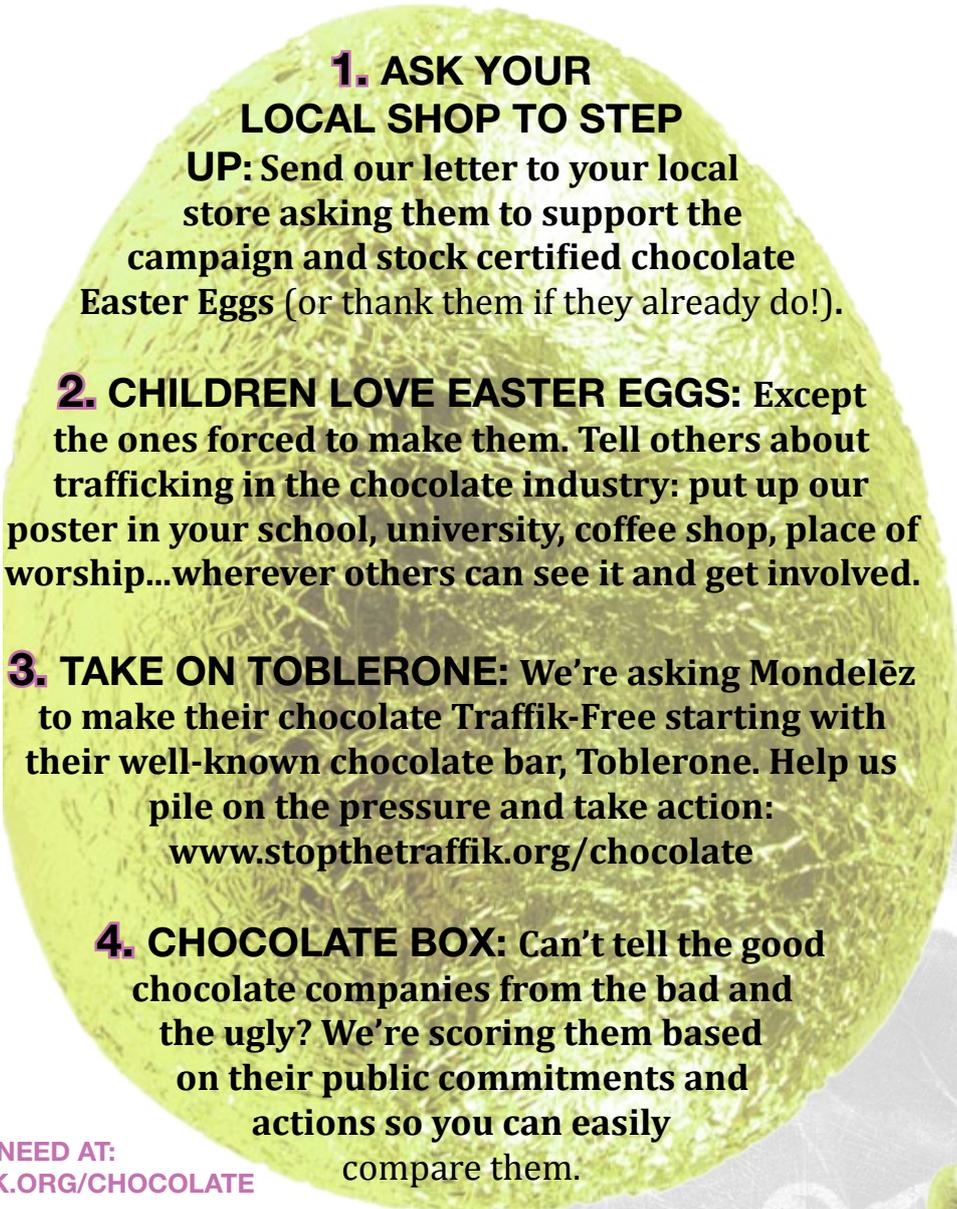


STOP THE TRAFFIK
PEOPLE SHOULDN'T BE BOUGHT & SOLD

GET **EGGS** TREMLEY SERIOUS ABOUT CHOCOLATE THIS EASTER!

MUCH OF THE CHOCOLATE IN EASTER EGGS IS MADE WITH COCOA FROM IVORY COAST PLANTATIONS THAT USE TRAFFICKED CHILDREN.

TAKE ACTION THIS EASTER TO HELP END HUMAN TRAFFICKING IN THE CHOCOLATE INDUSTRY.



1. ASK YOUR LOCAL SHOP TO STEP

UP: Send our letter to your local store asking them to support the campaign and stock certified chocolate Easter Eggs (or thank them if they already do!).

2. CHILDREN LOVE EASTER EGGS: Except the ones forced to make them. Tell others about trafficking in the chocolate industry: put up our poster in your school, university, coffee shop, place of worship...wherever others can see it and get involved.

3. TAKE ON TOBLERONE: We're asking Mondelez to make their chocolate Traffik-Free starting with their well-known chocolate bar, Toblerone. Help us pile on the pressure and take action: www.stopthetraffik.org/chocolate

4. CHOCOLATE BOX: Can't tell the good chocolate companies from the bad and the ugly? We're scoring them based on their public commitments and actions so you can easily compare them.

FIND OUT MORE &
GET EVERYTHING YOU NEED AT:
WWW.STOPTHETRAFFIK.ORG/CHOCOLATE



www.stopthetraffik.org

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[Name,]
[Shop]
[Address]
[Postcode]

February 8, 2013

Dear Sir or Madame

As a chocolate lover, I would like to buy Easter Eggs for my friends and family from your shop.



I am very disturbed about the on-going reports of children being trafficked to work on cocoa farms in Cote D'Ivoire, West Africa. Wherever possible, I choose to purchase certified chocolate products. This way I know the Worst Forms of Child Labour and Child-Trafficking have not been part of the chocolate I eat. I support certification as a key step in eradicating child trafficking from the cocoa supply chain; which is chocolate that has the Fairtrade, Rainforest Alliance or UTZ certification label on the packaging.

Please can you tell me what certified chocolate Easter Eggs I can purchase from your store? If I am unable to purchase certified eggs I will need to seek alternative gifts for Easter this year.

As a customer of your store I hope that you will join STOP THE TRAFFIK's Chocolate campaign to end child trafficking in the cocoa industry and support chocolate brands that are taking steps to end this horrific abuse of human rights.

I look forward to hearing from you

Yours faithfully

[name]

www.stopthetraffik.org



Much of the chocolate that finds its way into our shops and homes is made with cocoa from Ivory Coast plantations that use trafficked children. To find out what you can do to end this sickening practice visit www.stopthetraffik.org

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