**THE GREEN & BLACK’S GLOBAL AMBASSADOR PROGRAM**

**FACT SHEET**

**Objective:**

To demonstrate Green & Black’s commitment to fair trade and empowering our cocoa growing partners to establish sustainable livelihoods and communities through impactful agricultural and social programs.

**Overview:**

Green & Black’s Organic Chocolate is looking for ten energetic individuals to take part in a 14 day adventure challenge in the depths of the Dominican Republic rainforest; the ultimate rewarding experience. Successful applicants from both the U.S. and U.K. will become an integral part of a local cocoa farming community in the Dominican Republic by building a gravity-fed water system to ensure that the residents of the community have consistent access to fresh, drinkable running water. Our Global Ambassadors will experience the local culture, while at the same time learning about one another and sharing an experience which they will never forget. Each winner will also receive $1,000 for their local community-building causes.

**Contest Details:**

Green & Black’s is looking for people who have made a difference in their own community to become Global Ambassadors, and help the brand improve a cocoa farming community in the Dominican Republic. Eligible consumers can visit [www.facebook.com/GreenandBlacks.US](http://www.facebook.com/GreenandBlacks.US) and click the contest link to enter. The application form includes two essay questions and asks consumers to submit a picture showcasing them supporting their local cause.

**Program Timing:**

Contest entry period: 11/16/10 – 1/3/11

Winners announced: 1/21/11

Dominican Republic Experience: 3/26/11 – 4/9/11

**About Green & Black’s:**

Since the Green & Black’s brand was founded in 1991, it has invested in projects to benefit the farmer producers we buy cocoa from. Our announcement in January 2010 to formally gain Fair Trade certification has now made us a global organic and Fair Trade Certified chocolate brand.

Our global commitment to Fair Trade is a pledge to being a company and a brand that creates decadent organic chocolate and is respectful of our environment. Sustainable and ethical business practices have long been a core part of Green & Black’s heritage. Fair Trade provides our cocoa farmers with the security of fair prices for their produce and additional investment through the Fair Trade premium for social, environmental and economic development in their communities. This also ensures we source the highest quality and delicious tasting cocoa for our chocolate.

From cocoa bean to the chocolate bar, we believe that using high-quality Fair Trade, organic ingredients results in a more intensely flavored chocolate experience. Today, consumers can enjoy our full line of 13 different bars (including our newest Peanut & Sea Salt bar), hot chocolate and baking chocolate. Consumers have the assurance that they are making a responsible purchase – for the earth, for themselves, and for the farming communities that helped make this product possible.

**Green & Black’s Fair Trade Information**

In January, 2010, Green & Black’s announced its commitment to move its entire chocolate range, worldwide, to Fair Trade. Fifteen years ago Green & Black’s led the Fair Trade movement by launching Maya Gold® - the first ever Fair Trade Certified™ product in the United Kingdom.

Green & Black’s commitment to Fair Trade means an investment of more than $485,000 each year over 10 years through additional Fair Trade premiums paid to the Dominican Republic cocoa farmers and their communities. Green & Black’s commitment to ethical trading will benefit thousands of farmers in the Dominican Republic, empowering them to take care of their families, protect the environment and improve their communities.