

Search for the first eco jute bag

Traidcraft is inviting people to take part in a very special hunt for the original and first eco "bag for life".

The search is part of Traidcraft's 30th birthday celebrations and anyone who comes up with one of its pioneering bags for life is in with a chance of winning £100 worth of fair trade kitchen essentials and treats.

Reusable bags with "green" messages are all the rage today but in typical ground-breaking style Traidcraft featured bags emblazoned with the slogans "jute not plastic" and "use feet not fuel" in its very first mail order catalogue in 1979.

So dig deep in those cupboards, clear out the loft and check the shed – if you find one of the original bags Traidcraft will not only give you a new one from the newly-launched spring range but you will also be entered into a prize draw to win a bumper pack of fair trade kitchen essentials.

1979 was a memorable year for many reasons - Margaret Thatcher became Britain's first female prime minister, the Sony Walkman was launched, Mother Teresa won the Nobel Peace Prize and Y.M.C.A was the UK's top selling disco hit of the year.

The winner will be the lucky recipient of a whole host of fair trade store cupboard basics such as honey, sugar and wine to olive oil, tea towels and recycled wine glasses and goodies like chocolate, cookies and Geobars.

If you're one of the lucky ones who still has a Traidcraft original "bag for life" send us the original jute bag to Jute Bag Search, Traidcraft, Kingsway, Team Valley, Gateshead, NE11 0NE along with your full name and postal address details and we'll return your original bag along with a new one – good luck!

Prize draw terms and conditions:

No purchase necessary, entrants must be 18 or over, only one entry per household – multiple entries will not be included in the draw.

Individuals employed or associated with Traidcraft are not eligible to enter.

By entering the draw, entrants will be deemed to have accepted to be bound by the terms and conditions; entry instructions form part of these terms and conditions.

Entrants must send the original jute bag to Traidcraft for verification purposes along with full name and postal address details. Traidcraft will return the bag, along with a new jute bag, ref 34470.

Entries must be submitted on or before June 21st 2009. The winner will be drawn at random from correct entries and will be informed in writing by June 30th 2009.

No cash alternatives will be offered in lieu of prizes. Traidcraft reserves the right to specify/substitute prizes.

A condition of accepting a prize is to allow brief details to be published for marketing purposes, eg "Mrs Smith of Cheshunt won £1899 of free furniture". Prizes must be collected within six months of notification.

