



## Great Run for anniversary couple

A North East couple have found an unusual way of celebrating their 10th anniversary together by taking part in this year's Bupa Great North Run. Jo Dale and her husband Peter, who live in Bensham, will be taking part in the race together, which takes place on 5th October.

8 September 2008

Both have committed to running the race for the first time, which is 2 days after the 10th anniversary of the day they met. "So instead of spending a romantic weekend together, we'll be putting on our running shoes," Jo says.

But despite 10 years together, Jo is unsure whether she will cross the finish line alongside her husband. "We're planning to start the race and run across the Tyne Bridge together, but Peter runs much faster than me, so he'll finish before me. I've asked him to finish the race and then walk back for me."

As well as using the race as an unusual way of celebrating 10 years of love, Jo will also be raising money for local charity Traidcraft Exchange. Based in Team Valley, Gateshead, it is the UK's only development charity specialising in making trade work for the poor in Africa and Asia. Support from people like Jo means that more people can have the chance to work their way out of poverty.

Jo is a textile artist who chose to support Traidcraft Exchange when she became aware of their work as part of an anti-slavery project. Working with local schools and Shipley Art Gallery, she produced banners and artwork detailing the history of the anti-slavery movement and information about fair trade. The banners have since been on display at the V&A in London.

"Anyone interested in sponsoring me and helping me to change lives in this way can visit [www.justgiving.com/jodeconstruction](http://www.justgiving.com/jodeconstruction)," said Jo.

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### Notes to editors:

- Traidcraft is the UK's leading fair trade organisation and has been fighting poverty through trade since 1979.
- Supported by its unique structure – a trading company and a development charity working together – Traidcraft has made a real difference to the lives of thousands of producers and their communities.
- Traidcraft Exchange is currently managing 14 major international development projects with a total value of about 5.5 million. These projects are directly benefiting 350,000 poor people overseas, with a further 1.4 million indirectly benefiting.
- For more information about Traidcraft, visit our website at [www.traidcraft.org.uk](http://www.traidcraft.org.uk)
- For more information contact Emma Clark at Traidcraft on 0191 497 6462 or email [media@traidcraft.co.uk](mailto:media@traidcraft.co.uk).
- Photos of Jo are available on request.