



FOR IMMEDIATE RELEASE:

Launch of THE EAST END TRADES GUILD on Monday 19th November, 2012.

Two hundred small traders from East London are assembling at Christ Church, Spitalfields, on the evening of Monday 19th November to launch THE EAST END TRADES GUILD, declaring, "We are the beating heart of the East End."

THE EAST END TRADES GUILD is a new co-operative of small independent traders working together in the interests of all proprietor-owned-and-run-businesses in the East End.

The catalyst for this initiative came two years ago when Spitalfields' oldest family business Gardners' Market Sundriesmen, selling paper bags from the same building for over one hundred and forty years, was faced with a large rent increase sufficient to put them out of business. Such was the public outcry that the landlord relented, but the point was made that these small independents are the essence of the East End and they needed to band together to ensure their survival in these times of economic crisis and in the face of incursions by multiples.

Vital both to the local economy and to the life of community, it is the infinite variety of small traders that make the East End such an appealing destination, adding value to property and attracting other businesses. In the past, these truths have been ignored and exploited by landlords, their agents, big business and government. Speaking in unity, through THE EAST END TRADES GUILD, the traders are demanding recognition and asserting their central importance to the economy.

For further information contact Guild organiser Krissie Nicolson who can arrange interviews with traders, organise filming at the launch, supply photographs and further information: Krissie Nicolson 07910966738 krissie@eastendtradesguild.org.uk

See also: <http://www.youtube.com/watch?v=Y4C7hjMCqG4>

Launch event on November 19th at Christ Church Spitalfields, Commercial Street, London, E1 6LY. Drinks from 6:30pm. Event commences with a fanfare at 7pm sharp.

<http://eastendtradesguild.org.uk/>