

NEWS RELEASE

A FAIR TRADING ZONE TO BOOST CONSUMER AWARENESS NOW IN STORE AT THE WHITE ROSE SHOPPING CENTRE

Have you ever returned faulty goods believing you were entitled to a refund or an exchange but been turned away, or felt it unfair when you are told that there is nothing that can be done because your guarantee has expired, or told by the shop to go back to the manufacturer because it is not their problem?

And retailers, would you like to be kept in the know about customers' rights and your responsibilities if goods stop working, or goods are unsuitable or unwanted?

Then pay a visit to the West Yorkshire Trading Standards Service Fair Trading Zone exhibition at the White Rose Shopping Centre, Leeds, which is taking place on **Friday 24th February 2005 from 9am.**

With more than a hundred retailers, attracting more than 10 million visitors every year the White Rose Centre knows that awareness of consumer rights and traders legal obligations is key to ensuring a successful shopping experience for buyer and seller alike, and so joined up with West Yorkshire Trading Standards to create a Fair Trading Zone.

Officers from Trading Standards will be busy on the day of the exhibition giving out information leaflets and FREE promotional gifts including, pens, credit card style cards, and trolley coins adorning advice and contact details. Officers will also be on hand to answer consumer-related enquiries and book in training requests from retailers.

Graham Hebblethwaite, West Yorkshire's Chief Trading Standards Officer, said: *This scheme is a benefit to both consumer and retailer. All retailers at the Centre will receive free consumer law training from our officers. The aim is to give traders the confidence that they are dealing with customer queries correctly in an effort to prevent disputes arising, giving consumers peace of mind that they are dealing with committed retailers.*

Councillor Keith Wakefield of the Trading Standards Committee said: *With local authorities, business and advice agencies working in partnership to further develop awareness of consumer rights I have every confidence that the Fair Trading Zone will be a success, hopefully paving the way for similar schemes across West Yorkshire.*

For further information please contact:

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Notes to editors:

Interested members of the media should contact Dawn Appleyard on the above-mentioned telephone number or email address.

The exhibition is located in the South Atrium of the Centre, near to Boots