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NORTH AMERICA'S BIGGEST CLOTHING SWAP TO KICK OFF IN MONTREAL SEPT 5-6-7, 2009
Clothing swaps give the public a low-cost opportunity to recycle their unwanted clothing

MONTREAL, July 8, 2009 – **The S.W.A.P. Team**, a non-profit organization based in Montreal, Quebec, announced today its plans to create the largest known public effort in community clothing recycling for North America: a giant clothing swap called **Take Off Your Clothes** – kicking off in Montreal on September 5,6 and 7, 2009 at the [Piknic Electronik](#).

Since its Montreal debut at the Piknic Electronik on July 15, 2007, The S.W.A.P. Team has reported that *Take Off Your Clothes* has generated over 1000 swapped items of clothing as well as over 1500 items donated to its partner, The Salvation Army. "Due to the overwhelming popularity of *Take Off Your Clothes* over the past two years, we decided this year to incorporate as a nonprofit organization to get more cities and the public involved," said Aleece Germano, President and Founder of The S.W.A.P. Team. "Swapping is the new Shopping! All of us have nice clothes in our closets that we never wear, so in the midst of a recession, this event is a great opportunity to reduce, recycle and give something back to the community," she added.

With no paid staff, The S.W.A.P. Team operates solely on volunteer effort and relies on its web site, www.theswapteam.org, Facebook and Twitter to help it collect clothing and monetary donations, start new chapters, publicize events and recruit volunteers. Volunteers from any city can follow www.twitter.com/swapvolunteers to be updated on available positions, and anyone can contact the organization through its web site to start a chapter in their city.

Participants who wish to attend *Take Off Your Clothes* should bring gently worn, clean clothing items for men, women or children in wearable condition. They will then be issued tickets valid for a 1-for-1 exchange at the event. There is no currency accepted and any clothing remaining at the end of the event will be donated to partner organization The Salvation Army. "We'll even come and pick up clothes in advance," said S.W.A.P. Team co-founder Nicole Picard. "We want to make it fun and easy for people to recycle their wardrobes."

In addition to the used items received from clothing swappers, local fashion designers such as [Preloved](#), [Olga Tigirlas](#), [Valérie Dumaine](#), [Jen Glasglow](#) and [Anastasia Lomonova](#) are donating new pieces to the Montreal event as an added incentive. "Bring us your best and you might just find a few surprise gems in return," noted Aleece Germano. "You never know what you might walk out with."

Admission to the Piknic Electronik is required to participate in Montreal's edition of *Take Off Your Clothes*. The price of admission is \$10. DJs scheduled for Labour Day weekend include James Holden and Mistress Barbara.

For more information and directions to the Piknic Electronik, please visit www.piknicelectronik.com

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The S.W.A.P. Team is a non-profit awareness unit founded by Aleece Germano and Nicole Picard. The group endeavours to promote sharing as an antidote to overconsumption while increasing awareness of the human and natural resources involved in the creation, transportation and marketing of mass produced consumer goods.

For more information, please visit: www.theswapteam.org

The Salvation Army is an international Christian organization that began its work in Canada in 1882 and has grown to become the largest non-governmental direct provider of social services in the country. The Salvation Army gives hope and support to vulnerable people today and everyday in 400 communities across Canada and 111 countries around the world. The Salvation Army offers practical assistance for children and families, often tending to the basic necessities of life, provide shelter for homeless people and rehabilitation for people who have lost control of their lives to an addiction.

For more information, please visit: www.salvationarmy.ca