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NORTH AMERICA'S BIGGEST CLOTHING SWAP LANDS IN TORONTO SEPT 12-13, 2009

Clothing swaps are a unique opportunity to recycle unwanted clothing and help local communities

TORONTO, August 21, 2009 – **The S.W.A.P. Team**, a non-profit organization based in Montreal, Quebec, announced today its Toronto dates for the largest known public effort in community clothing recycling for North America: a giant clothing swap called **Take Off Your Clothes** – coming to Toronto on September 12 and 13, 2009 from 12 – 5PM at the [The Raging Spoon](#).

"Thanks to the overwhelming popularity in Montreal of *Take Off Your Clothes*, we decided to take our event on the road and roll it out across North American cities," said Aleece Germano, President and Founder of The S.W.A.P. Team. Since its Montreal debut in July 2007, The S.W.A.P. Team reports 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. "Swapping is the new Shopping! All of us have nice clothes in our closets that we never wear, so 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. "If you have a lot of items to swap, we'll even come pick them up in advance," said The S.W.A.P. Team Toronto Director Rina Rosen. "Community service is just as important to us as wardrobe recycling."

In addition to the used items received from event participants, Toronto boutiques such as [lululemon athletica](#), [Spooof](#), [Peach Berserk](#) on Queen Street West and [Roach-o-Rama](#) on Baldwin Street are promoting in-store clothing recycling for customers and/or donating new items to benefit the event. "Bring us your best and you could find something special," noted Aleece Germano. "You never know what you might walk out with."

Local musical acts [Pink Pearl Dragon](#), [J.M. McNab](#), [ChRoN!C](#) and others will perform throughout the duration of *Take Off Your Clothes*, and children and families are encouraged to attend. There is a suggested donation at the door of \$5.

For more information and directions to The Raging Spoon, please visit www.ragingspoon.ca.

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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