



Press Contact:

The S.W.A.P. Team

Aleece Germano, President and Founder

Phone: +1.514.923.6055

Email: aleece@theswapteam.org

Press Contact :

Any Global Cause

Cathleen Lewis, Founder and CEO

Phone: 310-567-2238

Email: anyglobalcharity@gmail.com

Any Global Cause® partners with The S.W.A.P. Team to create charitable events that benefit The Salvation Army and other charities

Public events generate thousands of pieces of clothing for needy families in the U.S and Canada.

Los Angeles, CA (January 11, 2010) – Today, Any Global Cause (AGC) <http://www.anyglobalcause.com> announced a partnership with The S.W.A.P. Team, an international nonprofit that hosts designer clothing swaps, to collaborate on events taking place this spring in Canadian and American cities. Specifically, Any Global Cause has been retained as the strategic partnership consulting Agency of Record for all 2010 events in the U.S. and Canada.

The S.W.A.P. Team is the creator of "Take Off Your Clothes," a giant clothing swap for charity. Founded by Aleece Germano in 2007, the events have quickly grown into an international phenomenon. "Take Off Your Clothes" is a cross between a clothing swap and a clothing drive – an event during which the public is provided the opportunity to clean out their closets and "swap" their clothing items for other new and gently used clothing on the racks. For each men's, women's or children's clothing item brought to the event in acceptable condition, The S.W.A.P. Team provides the donor with one ticket. Tickets can be exchanged on a 1-for-1 basis to trade for any other item at the event, including shoes and accessories. Participants may also purchase raffle tickets for a chance to win brand new high-end designer items in the raffle.

"This project is a perfect fit for Any Global Cause as it provides a fantastic way for everyone to clean out their closets, perhaps pick up some brand new designer pieces and provide a charitable donation all at the same time", said, Cathleen Lewis, Founder and CEO, Any Global Cause. "And we look forward to helping The S.W.A.P. Team expand this great concept to even more cities in the U.S. this fall."

Any Global Cause is an event and partnership agency with principals having wide ranging experience in non-profit, not for profit and publicly traded companies. Events are always topical, appeal to an affluent audience and are easily formatted to integrate local and community interests.

The S.W.A.P. Team's events are typically held in the spring and fall to coincide with the seasons when most people are thinking about updating their wardrobes and cleaning out their closets. Spring 2010 event dates will be announced by early February on The S.W.A.P. Team's web site, www.theswapteam.org. "We are thrilled to be working with Any Global Cause, as their extensive experience with high-profile events and strategic partnerships will be a great help in achieving our 2010 sponsorship and fundraising goals," said Aleece Germano, President and Founder, The S.W.A.P. Team.

A non-profit social enterprise, The S.W.A.P. Team was formed to take on the costs of producing the events, working in partnership with The Salvation Army and other charities, which benefit by receiving all of the remaining clothing leftover from the events. To date, The Salvation Army in Canada has received over 7,000 items from The S.W.A.P. Team, which it distributes to individuals and families in need.

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About Any Global Cause

Founded in 2009, Any Global Cause is a new kind of agency – dedicated to helping non-profit and for profit corporations not only raise funds, but ensure that they are meeting their own objectives as well as the needs of their partners. Leveraging wide ranging experience working for non-profit, not for profit and publicly traded companies and identifying the strengths and weaknesses of each -- AGC has spent the last several years inspired by the ideas and creativity that comes out of many non-profit and not-for profit ventures, but has been equally frustrated by the lack of follow-through, poor planning and leadership on the projects that are critical to the success of these worthy endeavors.

For more information, visit <http://www.anyglobalcause.com>

About The S.W.A.P. Team

The S.W.A.P. Team is a non-profit social enterprise with an international presence founded by Aleece Germano and Nicole Picard. It is the creator of "Take Off Your Clothes" – a giant clothing swap for charity.

Thanks to its open model, The S.W.A.P. Team currently has chapters in Montreal, Boston, Ottawa, Toronto, Calgary, Halifax and Lausanne (Switzerland), and is ever-expanding. The organization is run entirely by volunteer effort, and has exchanged over 12,000 pieces of clothing to date – more than half of which has been donated to local charities to assist individuals and families in need.

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