



FOR IMMEDIATE RELEASE

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### **NORTH AMERICA'S BIGGEST CLOTHING SWAP ON TOUR THIS SPRING**

*Clothing swaps give the public an opportunity to trade their unwanted clothing and save money*

MONTREAL, March 12, 2010 – **The S.W.A.P. Team**, a non-profit social enterprise based in Montreal, Quebec, is coming to four North American cities, including Montreal, Boston, Calgary, and Ottawa in May and June 2010.

The S.W.A.P. Team's efforts culminate in a popular, large-scale public clothing swap known as *Take Off Your Clothes*, which has seen over 12,000 articles of clothing exchanged to date. It expects to exceed 50,000 items by the end of 2010. "Clothes swapping is a fast-growing trend that's here to stay," noted Aleece Germano, President and Founder of The S.W.A.P. Team. "It was jump-started by the economic downturn but now consumers are questioning the financial, social and environmental impact of buying new clothes. Instead, they can trade their great clothes for someone else's, support those in need, get fashion advice from an on-site stylist and have a blast doing it!" she added.

Participants wanting to attend *Take Off Your Clothes* bring "like new" or gently worn, clean, undamaged clothing, shoes and accessories for men, women and children. (Underwear, socks, tank tops, pajamas, swimwear and bathrobes are not accepted.) A ticket for each item accepted is issued to the participant, valid for a 1-for-1 exchange at the event. All remaining clothing is donated to charity partners, The Salvation Army (Canada) and AIDS Action Committee (Boston). Last fall, The Salvation Army in Canada received an estimated 6,000 items from The S.W.A.P. Team thanks to these events.

The S.W.A.P. Team accepts and sorts clothing in advance of the event at its drop-off locations, noted on the blog of its Web site at <http://www.theswapteam.org/blog>.

Confirmed dates and venues for *Take Off Your Clothes* for spring 2010 include:

**Ottawa, Ontario**

May 2

[Mercury Lounge](#)

7pm-12pm

56 Byward Market Square

**Calgary, Alberta**

May 15

[Belgo Brasserie](#)

11am-5pm

501 8<sup>th</sup> Ave. SW

**Boston, Massachusetts**

June 5 & 6

[SoWa Sundays](#)

Sat. 5pm-10pm; Sun. 11am-4pm

500 Harrison Avenue (indoors)

Admission to *Take off Your Clothes* varies by city from \$5 to \$10 and is open to the public.

For updates on admission, entertainment, and more, please visit:

[www.theswapteam.org/happenings](http://www.theswapteam.org/happenings).

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#### **About The S.W.A.P. Team**

The S.W.A.P. Team is a non-profit social enterprise with an international presence. It is the creator of "Take Off Your Clothes" – a giant clothing swap for charity. Since its launch in June 2009, The S.W.A.P. Team has formed chapters in Montreal, Boston, Ottawa, Toronto, Calgary, Halifax, Newcastle (Australia) 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 distribute to individuals and families in need.

For more information, please visit: [www.theswapteam.org/press](http://www.theswapteam.org/press)

**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](http://www.salvationarmy.ca)

#### **About AIDS Action Committee**

Founded in 1983, AIDS Action Committee of Massachusetts, Inc. (AAC), is New England's first and largest AIDS organization. Its mission is stop the spread of HIV/AIDS by preventing new infections and optimizing the health of those already infected. AAC accomplishes that mission by providing free support services for 2,500 men, women and children living with AIDS and HIV; educating the public and health professionals about how to prevent HIV transmission; and advocating for fair and effective AIDS policy at the city, state and federal levels. AIDS Action runs the only statewide AIDS/STD Hotline (1-800-235-2331) and Hepatitis Hotline (1-888-443-4372). All Hotlines offer multilingual support. Free and confidential rapid HIV testing and counselling is available at AAC's downtown Boston location and at its MALE Center in Boston's South End neighborhood.

For more information, please visit: [www.aac.org](http://www.aac.org)