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NORTH AMERICA'S BIGGEST CLOTHING SWAP LANDS IN CALGARY ON MAY 15, 2010

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

Calgary, April 14, 2010 – **The S.W.A.P. Team**, a non-profit organization based in Montreal, Quebec, announced today its Calgary date for the largest known public effort in community clothing recycling in North America: a giant clothing swap called **Take Off Your Clothes** – coming to Calgary on May 15, 2010 from 11:00am to 4:00pm at [Belgo Brasserie](#).

"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 exchanged over 12,000 items of clothing and has donated more than 7,000 items to its charity 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.

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 excellent 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 Calgary Director Necole Hines. "Community service is just as important to us as wardrobe recycling."

In addition to the used items received from event participants, Calgary boutiques such as [Eleven Eleven](#), local designer labels [Jessica Halabi](#), [Two Penny Design](#), [Jensa Collection](#), [Di Designs](#), Sarah Auston and Kim Taylor of [Jockey P2P Canada](#) are donating new items to benefit the event. "Bring us your best and you could find something special," noted Necole Hines. "You never know what you might walk out with."

Music will be provided by Modi\$club throughout the duration of *Take Off Your Clothes*. There is a suggested donation at the door of \$5.00.

For more information and directions to Belgo, please visit www.belgo.ca

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

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 120 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