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TAKE OFF YOUR CLOTHES FOR A GOOD CAUSE AT THE MUSÉE JUSTE POUR RIRE MAY 29

Clothes swappers save money, natural resources and help keep clothing out of landfills

MONTREAL, April 16, 2010 – **The S.W.A.P. Team**, an international non-profit social enterprise based in Montreal, Quebec, is expecting over 500 people at its 5th edition of **Take Off Your Clothes** – a clothing swap and fundraising party to be held on the third floor of the Musée Juste Pour Rire on May 29, 2010, starting at 2PM.

The swap portion of the event from 2PM-8PM features a "Salon Couture" VIP area for guests coming to trade luxury labels. A fashion show will showcase local talents [Deborah Adams](#), [Olga Tigirlas](#), [Rachel Dhawan](#), [Nicole Picard](#), [Aiste Zitnikaite](#), and [Mir Handbags](#) to the live musical stylings of DJ Robert de la Gauthier (who appears courtesy of [Blooink](#)). Style consultants [Ludique](#) will be offering free fashion consultations and helping guests to put together fabulous and flattering looks. "Augmenting one's wardrobe has never been more exciting and fun!" noted The S.W.A.P. Team President and Founder Aleece Germano. "You could walk out with a one-of-a-kind piece and it's all for a good cause: reducing waste, conserving resources and supporting the local community." "Eco-chic looks great on everyone!" added Caroline Alexandre, Co-President of Ludique.

After 8PM, the clothing will be whisked away while raffle winners are selected. Prizes up for grabs include a painting by Clint Lewis, spa treatments, wardrobe consultation with a personal stylist, upcycled garments, and many other prizes. The event will then transform into a club-like atmosphere where swappers and their friends can dance and party until 3AM with electro dame DJ MINI and others on the decks. All remaining clothing from the event will be donated to The Salvation Army. Any monetary proceeds collected will support The S.W.A.P. Team.

Participants wanting to attend *Take Off Your Clothes* should bring "like new" or gently worn, clean, undamaged clothing, shoes and accessories for men, women or children. (Underwear, socks, tank tops, pajamas, swimwear and bathrobes are not accepted.) An exchange ticket for each item accepted is issued to the participant, valid for a 1-for-1 trade at the event.

As a free service to its clothing swappers and donors, The S.W.A.P Team will provide clothing pick-ups until May 22. To request a pick-up, send an email complete with name, address and phone number to clothingpickups-MTL@theswapteam.org. A volunteer from The S.W.A.P. Team will reply to make arrangements.

A limited supply of pre-sale Tickets for *Take Off Your Clothes* can be purchased in advance for a \$2 discount. The regular price of admission is \$10 for guests swapping clothes, \$15 for guests coming only for the raffle/party portion and \$30 for guests bringing luxury labels to swap in the Salon Couture. Headlining DJs for the event include [DJ MINI](#) and [Robert de la Gauthier](#). To

purchase tickets, visit <http://www.theswapteam.org/montreal> or stop by the Billeterie Juste Pour Rire on 2111 St-Laurent. Tickets will be available at the door on the day of the event through the Billeterie Juste Pour Rire.

Since its debut at the Piknic Electronik on St-Helen's Island July 15, 2007, The S.W.A.P. Team reports that *Take Off Your Clothes* has seen 12,000 items of clothing change hands and has donated over 7,000 items its charity partner, The Salvation Army. "Clothes swapping is a fast-growing trend that's here to stay," explained Germano. "Today's consumers are questioning the financial, social and environmental impact of buying new clothes. They come to our event to trade their unwanted clothing for something they'll actually wear, support a charity, get fashion advice from an on-site stylist and have a blast doing it!" 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.

For more information on the event and directions to the Musée Juste Pour Rire, please visit: <http://www.theswapteam.org/montreal>

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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, has exchanged over 12,000 pieces of clothing to date, and has donated over 7,000 pieces to local charities for distribution to individuals and families in need.

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

Ludique is a Montreal-based personal styling company that makes getting dressed an exciting and enjoyable experience. Responding to the exasperated query of countless men and women: "What am I going to wear?", **Ludique** works with individual clients to create wardrobes that are distinctive, unique and ultimately authentic to who our clients are and want to become. At **Ludique** we understand that how you look directly affects how you feel. Our mission is to help you feel fabulous, fashionable and confident—everyday!

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

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