



FOR IMMEDIATE RELEASE

contact: Sarah Martin

610.360.6510

sarah@theswapteam.org

NORTH AMERICA'S BIGGEST CLOTHING SWAP LANDS IN BOSTON JUNE 5 & 6, 2010

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

BOSTON, May 4, 2010 – **The S.W.A.P. Team**, a non-profit social enterprise based in Montreal, Quebec, announced today its Boston dates for the largest known public clothing exchange in North America: a giant clothing swap called **Take Off Your Clothes** – coming to Boston for two days on June 5, 2010 from 5pm to 10pm and June 6, 2010 from 11am to 4pm at 500 Harrison Ave – a space donated by [SoWa Sundays](#).

"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 former Bostonian 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 Canadian charity partner, The Salvation Army. In Boston, the charity partner is [Boomerangs](#), benefitting [AIDS Action Committee of Massachusetts](#). "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," added Germano.

Participants who wish to attend *Take Off Your Clothes* should bring never worn or like new, 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. Any clothing remaining at the end of the event will be donated to Boomerangs, benefitting AIDS Action Committee of Massachusetts. "Bring us your best and you could find something special," noted Sarah Martin, Boston Chapter Director for The S.W.A.P. Team. "You never know what you might walk out with."

As a free service to its clothing swappers and donors, The S.W.A.P. Team will provide clothing pick-ups until May 29. To request a pick-up, send an email complete with name, address and phone number to clothingpickups-BOS@theswapteam.org. A volunteer from The S.W.A.P. Team will reply to make arrangements.

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.

Local musical acts Steve Carter, Rich Chwastiak, Josh Langberg 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 \$8. Advance tickets can be purchased online at <http://takeoffyourclothesboston.eventbrite.com>.

For more information on the event and directions to SoWa Sundays, please visit: <http://theswapteam.org/boston>.

###

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

Boomerangs is an award-winning resale store based in Jamaica Plain with other outlets in West Roxbury and thier new "Special Edition" shop in the South End. At Boomerangs all the merchandise has been donated, and all proceeds support the great programs and services of the AIDS Action Committee of Massachusetts. Since 1996, Boomerang's has been selling a vast array of finds and treasures, and specializes in new and vintage clothing for men, women, and children as well as gifts, house wares, electronics and furniture.

For more information, please visit: www.shopboomerangs.org

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 state-wide 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