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Renaissance Partners with The S.W.A.P. Team for Montreal's Biggest Clothing Swap, July 9-10, 2011 in the Place des Arts
Clothing swaps boost textile recycling, community and sustainability

Montreal, QC (March 4, 2011) – Renaissance, the Quebec subsidiary of Goodwill Industries, today announced its partnership with The S.W.A.P. Team, a Montreal-based nonprofit social enterprise, to collaborate on a giant clothing swap inside the Place des Arts on July 9 and 10, 2011.

The event, a popular clothing swap for charity called *Take Off Your Clothes*, was created by The S.W.A.P. Team in 2007. Since its inception, The S.W.A.P. Team has reported over 23,000 garments exchanged, and a donation of over 21,000 garments to charities.

“Our organization is very happy to be working with The S.W.A.P. Team because its events truly reflect our social and environmental mission,” said Pierre Legault, CEO of Renaissance. “We encourage these kinds of initiatives, which bring voluntary simplicity to the forefront and give back to the community,” he added.

At *Take Off Your Clothes*, the public is provided the opportunity to clean out their closets and “swap” their clothing items for other new and gently used pieces on the racks. For every men’s, women’s or children’s clothing item brought to the event in acceptable condition, The S.W.A.P. Team provides the participant with one exchange ticket. These tickets can be used in exchange 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.

“We are looking forward to working with Renaissance to make participation in our events more accessible and impactful,” said Alece Germano, President and Founder of The S.W.A.P. Team. “By joining forces with Renaissance, we will be able to offer clothing collection points for our events all over the city, increasing both event participation and clothing donations for Renaissance.”

Renaissance recovers clothing and household goods, which are sorted, ticketed and sold at low prices through its network of ten Fripe-Prix stores. 100% of the proceeds from sales is used to finance the paid job training programs for people experiencing difficulty entering the workforce. Every year, more than 200 people find a job or go back to school.

This summer’s edition of *Take Off Your Clothes* will be part of Zoofest, a festival highlighting emerging talents in music, comedy, theatre and other genres.

For tickets and general information regarding *Take Off Your Clothes*, please visit www.theswapteam.org.

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About Renaissance

Founded in 1994, Renaissance is a non-profit organization whose mission is to facilitate the social and professional reintegration of people having difficulty entering the workforce while enlisting a commitment to take concrete steps towards protecting the environment.

Renaissance has 10 Fripe-Prix stores, 1 outlet store, 10 donation centres and 110 donation bins located in the Greater Montreal area. Since 1994, it has helped 2,223 people return to work or school. It has also diverted 4,200 tons of clothing and household goods from landfill sites every year.

For more information, visit <http://www.renaissancequebec.ca>

About The S.W.A.P. Team

The S.W.A.P. Team is a non-profit social enterprise with operations in the US and Canada. It is the creator of "Take Off Your Clothes" – a giant clothing swap for charity.

The S.W.A.P. Team currently has chapters in Montreal, Boston, Ottawa, Toronto, Calgary, Halifax, Victoria and Northampton, MA. The organization is run entirely by volunteer effort, has exchanged over 23,000 garments to date and donated over 21,000 items to charities.

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