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TAKE OFF YOUR CLOTHES FOR A GOOD CAUSE ON MAY 27 & 28, 2011

Giant clothing swap is a fun way to save money, natural resources and keep clothing out of landfills

TORONTO, April 15, 2011 – **The S.W.A.P. Team**, an North American non-profit social enterprise based in Montreal, Quebec, is expecting over 400 people at its 2nd Toronto edition of **Take Off Your Clothes** – a giant clothing swap for charity to be held at the Trinity Bellwoods Community Centre on May 27 and 28.

The event kicks off at 5PM on Friday, May 27 to the live mixes of local DJ/musician/producer duo [¡Borracho!](#). Style coach, author and speaker [Monica de Liz](#) will be offering free consultations and helping guests put together new looks with used clothing. "We're looking forward to seeing how much clothing Toronto can recycle in a weekend," enthused Gail Burgin, Toronto Chapter Director of The S.W.A.P. Team. "We hope to at least double our 2009 record of 4,000 garments," she added. "This is a fabulous opportunity to clean out your closet and refresh your wardrobe with new outfit combinations – without the hefty price tag from shopping," added Monica de Liz.

As the largest known public clothing recycling initiative in North America and pioneers of the [Collaborative Consumption](#) movement in Canada, The S.W.A.P. Team has been hosting *Take Off Your Clothes* since 2007. To date, it has counted over 23,000 garments exchanged and has donated over 21,000 garments to charities – a total of 44,000 garments diverted from landfills.

Participants wanting to attend *Take Off Your Clothes* should bring clean and folded (or dry cleaned), "like new" or gently worn, undamaged clothing, shoes and accessories for men, women or children. All clothing is hand-selected for the event and underwear, socks, tank tops, pajamas, swimwear and bathrobes are not accepted. An exchange coupon for each item accepted is issued to the participant, valid for any item at the event. All remaining clothing from the event will be donated to [The Salvation Army](#). Any monetary proceeds collected will help cover The S.W.A.P. Team's year-round operating costs and plan its next Toronto event.

A limited supply of tickets for *Take Off Your Clothes* can be purchased in advance at \$10. The price of admission at the door is \$15. Headlining DJs for the event include [¡Borracho!](#) and [The Perfect Mix](#). To purchase tickets, visit <http://takeoffyourclothestoronto.eventbrite.com>.

For more information on the event and directions to the Trinity Bellwoods Community Centre, please visit: <http://www.theswapteam.org/toronto>

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The S.W.A.P. Team is a North American non-profit social enterprise based in Montreal, Quebec. 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 and Northampton (MA), and is ever-expanding. The organization is run entirely by volunteer effort, has exchanged over 23,000 pieces of clothing since 2007, and has donated over 21,000 garments to local charities for distribution to individuals and families in need.

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

Monica de Liz is a Brazilian style coach made of passion, charisma and enthusiasm. She is also a contributing author of the book "101 Great Ways To Enhance Your Career". Her courses have positively helped hundreds of women how to identify and overcome negative-body-image-beliefs that limit them from feeling happy in their clothes. She provides affordable, fun and simple fashion insights that inspire women to dress with authenticity, confidence and joy.

Want to look and feel fabulous now? Visit www.monicaideliz.com

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

¡Borracho! is a duo of dedicated dj's/ musicians/Producers (G.R.W & C.D.M) that continually strive for greatness. They have an undying drive and passion, that lies in the belief that there is a perfect song for any moment and we want to make sure that moment involves dancing.

Contact for Booking information: borracho.borracho@gmail.com

The Perfect Mix understands that proper music programming and being able to recognize a great track selection are just as important as mixing. If you believe that music is the soundtrack of your life, then it's no surprise that music is one of the key elements of any successful and memorable event. It's what sets the mood and carries the vibe. What you get with The Perfect Mix is simply that. The Perfect Mix.

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