



Contact:

The S.W.A.P. Team

Necole Hines, Calgary Chapter Director

Phone: 403-370-6895

Email: necole@theswapteam.org

TAKE OFF YOUR CLOTHES FOR A GOOD CAUSE ON JUNE 12, 2011

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

CALGARY, May 2, 2011 – **The S.W.A.P. Team**, an North American non-profit social enterprise, is expecting over 300 people at its 3rd Calgary edition of **Take Off Your Clothes** – a giant clothing swap for charity to be held at [Soho Bar & Grill](#) on June 12.

The event kicks off at 11AM on Sunday, June 12 to the live mixes of local event production company, [Two Towers Entertainment](#) and witty commentary from emcee [Amy Darling](#).

“Thanks to the continued community support of *Take Off Your Clothes*, we’ve decided to bring back the event for spring 2011!” says Necole Hines, Calgary Chapter Director of The S.W.A.P. Team. 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 who wish to attend *Take Off Your Clothes* should bring 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. All remaining clothing from the event will be donated to [the Goodwill Industries of Alberta](#) with monetary proceeds helping to cover The S.W.A.P. Team’s year-round operating costs and plan its next Calgary event.

To request a clothing pick-up or find out about our clothing drop off locations and dates, email us at: clothingpickups-cgy@theswapteam.org.

The event is made possible in part by sponsors [Sentinel Self Storage](#), [Mark Derry](#), [Numa Models](#), [Tru Elegance Salon](#), [Two Towers Entertainment](#), [The Camera Store](#), [Cat’s Eye Vintage](#), [Cody Tkach](#), [The Trop Kim Flanagan](#) and [Chris Matteo](#). New clothing & accessories for this season’s event is being donated by Calgary designers [Ruby Ellen Designs](#), [Cinder & Sage Designs](#) and [She’s So...](#) Calgary boutiques [Eleven Eleven](#), [Feisty Consignment](#) & [Rewind Consignment Clothing](#) are also donating clothing to the event. Vintage purveyors [Bonton Vintage](#), [Vintage Pop Shop](#), [Patina Design Works](#), [Modern Vintage Love - a Button Collection](#) and [Vintage Bliss](#) have contributed retro-chic garments to the event. "All the more incentive to clean out your closet and bring us your unwanted clothing," noted Necole Hines. "You never know what you might find at our event."

A limited supply of tickets for *Take Off Your Clothes* can be purchased in advance for \$8. The price of admission at the door is \$10. To purchase tickets, visit: <http://takeoffyourclothes-calgary.eventbrite.com/>

###

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/

The Goodwill of Industries Alberta is a not for profit agency that provides training and jobs for Albertans with disabilities and employment barriers. Your donations are sold in our retail stores to support employment programs for these individuals, so every time you donate to Goodwill you are helping to make a difference in someone else's life.

For more information, please visit: <http://www.goodwill.ab.ca/>

For more information on the event please visit: <http://www.theswapteam.org/calgary>

For more information and directions to Soho Bar & Grill, please visit <http://www.sohobargrill.com/>