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TAKE OFF YOUR CLOTHES FOR A GOOD CAUSE ON OCTOBER 16, 2011

Giant clothing swap is a fun way to help your community, save money and natural resources

CALGARY, October 5, 2011 – **The SWAP Team**, a North American non-profit social enterprise, is expecting over 300 people at its 4th Calgary edition of **Take Off Your Clothes** – a giant clothing swap for charity to be held at [Soho Bar & Grill](#) on October 16.

The event will take place from 11AM until 5PM on Sunday, October 16 to the live mixes of local event production company, [Two Towers Entertainment](#), witty commentary from emcee [Amy Darling](#) and with the styling expertise of Domingo Lumanog of [MyDomingo Characterized Image Corp.](#)

"This unique event has earned its place on the Calgary fashion scene and we're excited to bring it back again this fall, with all the makings of the previous events and great additions including an onsite stylist, a designer showcase, and an improved plus size section" says Vanessa Erickson, Calgary Chapter Co-Director of The SWAP Team. Creators of the largest known public clothing swap in North America and pioneers of the [Collaborative Consumption](#) movement in Canada, The SWAP Team has been hosting *Take Off Your Clothes* since 2007.

Participants who wish to attend *Take Off Your Clothes* should bring clothing, shoes and/or accessories from their closets to swap for similar items. For every item donated that meets the door staff's criteria – clean, in good repair and *fashionable* (including unique, current, or vintage pieces) – participants will receive one ticket per item, which can be exchanged for any other piece in the swappers' boutique. All remaining items from the event will be donated to [the Goodwill Industries of Alberta](#) with monetary proceeds helping to cover The SWAP Team's year-round operating costs and plan its next Calgary event.

Clothing collection will take place every Saturday from now until October 15th (inclusive) in the Confederation Park parking lot. Participants may also drop off clothing anytime prior to the event at [Eleven:Eleven Boutique](#) in Kensington, where they will enjoy 10% off of purchases. To arrange for clothing pick-up, contact vanessa@theswapteam.org or stacey@theswapteam.org.

The event is made possible in part by sponsors SoHo Bar & Grill, [Sentinel Self Storage](#), [MyDomingo Characterized Image Corp.](#), and [Two Towers Entertainment](#). Local designers supporting this season's event by donating pieces from their collections for raffle at the event include [Jennea Frischke](#) and [Patina Design Works](#). Local boutiques [Eleven:Eleven Boutique](#), [Feisty Consignment](#), [Rewind Consignment Clothing](#) and plus-sized vintage boutique [Fleur Feminine](#) are also donating clothing to the event. Vintage purveyors [Bonton Vintage](#) and [Vintage Pop-Up Shop](#) have contributed retro-chic garments to the event as well. "All the more incentive to clean out your closet and bring us your unwanted clothing," noted Erickson. "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, please visit: <http://calgary-takeoffyourclothes.eventbrite.com/>

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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, Winnipeg, Halifax and Northampton (MA), and is ever-expanding. The organization is run entirely by volunteer effort, has exchanged over 28,000 pieces of clothing since 2007, donated over 31,000 garments to local charities for distribution to individuals and families in need, and kept over 60,000 garments out of our landfills.

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/>

SoHo Bar and Grill SoHo is right in the heart of all the inner-city action; catering to those who like the finer things in life. Celebrate the weekend in style Friday and Saturday nights at SoHo with profile resident DJ's mixing up some party tunes to dance to while their fabulous bar staff mix cocktails. For more information and directions to Soho Bar & Grill, please visit <http://www.sohobargrill.com/>