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Contact: Aleece Germano
514.923.6055
aleece@theswapteam.org

TAKE OFF YOUR CLOTHES ALL OVER CANADA THIS SPRING!

Giant clothing swaps build community, save money and precious natural resources

MONTREAL, October 29, 2013 – **The SWAP Team**, a non-profit social enterprise based in Montreal, Quebec, announced today its national spring clothing swap lineup beginning April 19 through June, 2014. Several Canadian cities have been confirmed, with more to be announced:

Confirmed spring 2014 dates and venues for *Take Off Your Clothes* include:

Winnipeg, MB	April 19, 2014	Delta Winnipeg Hotel
Calgary, AB	June 2014	Balmoral School
Montreal, QC	June 2014	Marché Bonsecours

Take Off Your Clothes encourages participants to strip down their wardrobes for an afternoon of clothes sharing and re-use. At *Take Off Your Clothes*, participants bring “like new” or gently worn, clean clothing, shoes and accessories for men, women and children in good repair. (Underwear, socks, tank tops, pajamas, swimwear, bathrobes, etc. are not accepted.) Every item accepted into the event provides the participant with an exchange coupon, valid for any other item. Fashion stylists are on duty help swappers try on new looks, and all remaining clothing is donated to charity partners such as Kids Help Phone, Women in Need Society and Goodwill/Fripe-Prix Renaissance. To date, The SWAP Team has donated an estimated 48,000 garments to charities thanks to these events.

“We’ve seen people walk away with some incredible finds at our events, from a Hugo Boss suit to a Hermès scarf to a houndstooth salwar kameez,” noted Aleece Germano, Founder and Chair of the Board of The SWAP Team. “Don’t wear it? Share it!” enthused PattyAnne LePage, Winnipeg Chapter Director. Since its first edition of *Take Off Your Clothes* in 2007, The SWAP Team has reported more than 46,000 garments swapped, more than 48,000 garments donated to charities and more than \$1M saved on clothing costs.

Clothes swapping is part of the [Collaborative Consumption](#) movement (or sharing economy) and the more recent [re-commerce](#) trend, adopted by stores like H&M. “Smart shoppers know that they can get something of value by trading in their clothes,” added Calgary Chapter Director Vanessa Erickson. “Finding something fabulous at a clothing swap can be just as exciting as buying a new item, but at a fraction of the price and a much lesser environmental impact.”

Regular admission to *Take off Your Clothes* varies by city from \$10 to \$15 and is open to the public.

For updates on dates, directions, admission, entertainment, buying tickets online and more, please visit: <http://theswapteam.org>

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About The SWAP Team

The SWAP Team is a non-profit social enterprise based in Montreal, Canada run by volunteers. Pioneers of the clothing swap trend, its popular event *Take Off Your Clothes* has excited audiences since 2007. Its many chapters have hosted events in Montreal, Toronto, Calgary, Ottawa, Boston, MA, Winnipeg and New York City.

Since 2007, The SWAP Team has counted over 46,000 garments swapped, donated over 48,000 garments to charities and diverted over 94,000 garments from landfills. Best of all, they've helped people save \$1M simply by swapping instead of shopping!

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