

# TAKE OFF YOUR CLOTHES

NORTH AMERICA'S **BIGGEST** CLOTHING SWAP!

## Sharing is good! Celebrating 7 years of social innovation

**Take Off Your Clothes** was born in Montreal, Quebec in the spring of 2007. It's a public event where people of all ages come together to remix their wardrobes and help charities!

The first event was held in Montreal on June 15, 2007 at the **Piknic Electronik**, an outdoor dance party that attracts over 5,000 people every Sunday. The event was such a success that we decided to become a nonprofit and take our eco-friendly clothes-swapping show on the road.

In June 2009, **The SWAP Team**, a non-profit social enterprise was formed to take on the costs of producing the event, and set up chapters in major North American cities.

The SWAP Team and its all-star volunteer crew have hosted events in Montreal, Toronto, Ottawa, NYC, Boston, Winnipeg and Calgary and continues to expand. By May 2012, more than **46,000** pieces of clothing were swapped, over **48,000** items donated to charities, and over **94,000** garments were diverted from landfills, saving communities over **\$1M** in clothing costs.

Press for the event includes Châtelaine, Apartment Therapy, National Post, Globe and Mail, Toronto Life, Mlle, FFWD, GlobalTV, Nightlife, 24 Hours, Flare, Clin d'oeil, CTV, CBC-TV, Zink, Montreal Gazette, Calgary Herald, Ottawa Citizen, Radio-Canada, Metro and much more.

View our online press kit at: <http://www.theswapteam.org/press>



**For more information, please contact:**

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