



# NEWS RELEASE

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## **MIAMI GOIN' GREEN OFFERS A FREE, ETHICAL AND STYLISH WAY TO RECYCLE YOUR CLOTHES**

MIAMI, FL., April 2009 / Clothes swap parties are the latest rage. During the Earth Day Celebration at Miami's Bayfront Park on Saturday April 25<sup>th</sup>, [Miami Goin' Green](#) will offer "**Fashion Forward: A Clothing Swap Presented by Goodwill**". The premise behind this trend and Miami Goin' Green's "Fashion Forward" is for people to bring lightly worn items that they no longer wear such as suits, dresses, children's clothes, shoes, purses and belts in order to swap them for things that they will wear. "It's a free and moral way to recycle your wardrobe. You must leave something in order to take something, and it's for a good cause; anything that's not swapped will go directly to Goodwill," says Tony Albelo, event director at Miami Goin' Green, which is scheduled from 10:00am-7:00pm.

[Goodwill South Florida](#) will have a mini-store at the event with everything you need to have a good shopping experience including clothes racks, mirrors and lots of great fashion items to choose from. There's no need for money at this store. Just bring a clean, wearable, trendy item to exchange. For those who just want to donate clothes, there will be a drop-off area at the park.

The idea behind Miami Goin' Green is to recycle, reuse and reduce. Therefore, there will be something for everyone including a "Family Fun Zone" sponsored by The Miami Science Museum; two open stages that will showcase live performances and seminars throughout the day; and several recycling stations where people can drop off old tech items such as batteries, cell phones, computers and monitors. Miami Goin' Green is also going to break the Guinness Book of World Records by having the longest procession of alternative-fuel vehicles on Earth Day April 22<sup>nd</sup>. The current record was set on August 31, 2008 in Melk, Austria with 138 vehicles. Those with alternative-fuel vehicles are encouraged to register for this high-profile event at [www.MiamiGoinGreen.com](http://www.MiamiGoinGreen.com).

To learn more about "Fashion Forward" and Miami Goin' Green, please visit [www.MiamiGoinGreen.com](http://www.MiamiGoinGreen.com). For press inquiries, please contact Dina Allende at [dina@allendepr.com](mailto:dina@allendepr.com) or 305-593-9192.

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