

Sample Press Release



[Your Business Here] to Host Clean Closet, Good Karma Clothes Drive to Benefit King Street Center

WHAT: A Clothes Exchange *Clean Closet, Good Karma* clothes drive, is a chance for women to upcycle their gently worn, high quality clothes, they once loved but never wear, all for a great cause. Collected goods will be sold at the 9th annual Burlington Clothes Exchange, on May [Insert Date] a benefit for [Insert beneficiary name here].

Most women wear 20% of what's in their closet 80% of the time, The Clothes Exchange provides women a way to purge their closet of their neglected, yet stylish garments and to feel good, knowing that their excess will help raise money for local nonprofits.

[Insert Name], owner of [Insert Business Name] is helping the cause by hosting a Clothes Exchange *Clean Closet, Good Karma*, clothes drive at [Insert name of business and location].

In a time at which many Vermonters may be feeling the pinch from a slow economy, the Burlington Clothes Exchange provides an innovative way for women to give back. Their unique fundraising formula has helped raise thousands for Chittenden County charitable organizations since 2001.

This year's fundraising efforts will benefit [Insert name and mission of beneficiary].

WHO: [Your Business Name] & The Burlington Clothes Exchange

WHERE: [Insert location – be specific]

WHEN: [Insert dates the drive will take place. Include hours drop offs will be accepted].

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[Insert Contact for host business]