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**The Clothes Exchange 2010:
Benefits the King Street Center**
It's all about children and families this year.

Burlington, VT — The King Street Center has announced that it is honored to be this year's beneficiary of the ninth annual Clothes Exchange benefit event.

The Clothes Exchange began in 2001, when a group of fashion conscious and community minded women got together in Burlington to swap clothes that were once loved, but rarely worn. At that first event, the women recognized the opportunity to turn the gathering into a force for social change – and The Clothes Exchange was born. Every year since then, more women have swapped and shopped, and more money has been raised and donated to worthy causes. In 2009, more than 500 women shopped The Burlington Clothes Exchange benefit event and helped raise a record \$56,000.

“The King Street Center is the perfect choice as this year's Clothes Exchange beneficiary because of its mission to help strengthen our local youth and families – and this year's event will, for the first time, offer new children's clothes to those who come to shop for bargains and support the cause,” said Leslie Halperin, Founder of The Clothes Exchange.

“We are so thrilled to be this year's recipient. What is especially exciting is how The Clothes Exchange event is such a home-grown effort, and the seeds sown at the May 20th shopping event will stay right here to provide immediate and tangible assistance to our local kids and families,” added Vicky Smith, King Street's Executive Director. Annually serving more than 500 children and families in the Burlington area, King Street Center is a Five-Star accredited preschool, a Head Start partner center, and a large and diverse afterschool program for children in elementary, middle, and high schools. King Street Center is also home to one of the largest mentoring programs in the state, where children are matched one-on-one with caring adults in the community.

Community members can support the cause in three ways: donate fashionable, gently worn clothing and accessories for sale at the event; purchase tickets to the preview-shopping hour or the event itself; and attend the event and shop. To meet demand, the ninth annual Burlington Clothes Exchange will be held at a larger venue this year —the DoubleTree Hotel in South Burlington on May 20, 2010.

Women may bring lightly/rarely worn clothes to participating retail stores so they can be donated for sale at The Clothes Exchange. Anyone making donations to participating retailers will receive a 20% off coupon towards a future purchase (some restrictions do apply.) These “give and get” donation events are scheduled for March 17 – 21. Preview tickets to shop this year's bargains in advance of the main event are being sold online for \$100 and are expected to sell out as they have in previous years. Tickets for the main event are also on sale online for \$8 and at the door for \$10. Learn more at www.theclothesexchange.org.

King Street Center is a not-for-profit community organization that provides children and families the core life-building skills necessary for a healthy and productive future. The Center's high quality programs build academic skills, improve physical fitness, and develop the fortitude needed to succeed at home, in school, and in life. Visit www.kingstreetcenter.org.

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