



TEXTILE RECYCLING FOR AID AND INTERNATIONAL DEVELOPMENT

For immediate release
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Visa Swap Loft Set To Open in Covent Garden

Fashionista's across the capital are gearing up for the clothes swapping event of 2008 - Visa Swap!

As the charity partner for the second year running, TRAIID is delighted to be involved in such a high profile event to encourage more sustainability, and to put the thoughtfulness back into fashion.

This year's face of Visa Swap is Lindsay Lohan, and it will take place on the 19 and 20 July at No. 1 the Piazza, Covent Garden.

For the last month, fashion fans have been dropping off their unwanted clothes, shoes and bags to swap them for points. Finally, this weekend, Visa Swappers will be able to descend on the Visa Swap Loft and trade points for clothes: from amazing designer pieces to one off vintage to quality high street.

Over the Visa Swap weekend, the newly re-launched TRAIIDremade will be selling gorgeous recycled accessories to set off swapped items to perfection.

All clothes left over from the Visa Swap weekend will be donated to TRAIID for resale in its shops where profits raised support projects to fight global poverty

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Notes to the editor:

1. For further information, please contact TRAIID Communications Manager, Leigh McAlea on 0208 733 2585 / leigh@traid.org.uk / www.traid.org.uk
2. High resolution photographs of available upon request.
3. Visa Swap Weekend taking place on Saturday 19 and Sunday 20 July at Number One, The Piazza, Covent Garden (nearest tube Covent Garden Station)
4. Visit www.visaswap.com for full details about the swap, and dropping off clothing