



**On heels of huge first year success,  
Green Halloween®, Swap.com and KIWI magazine launch  
~~2nd Annual~~ “National Costume Swap Day” on October  
8th**

**Seattle, WA - September 6, 2011** – Last year, every kid’s favorite holiday got a little more parent- and planet-friendly with the launch of Green Halloween’s® National Costume Swap Day.

In its second year, National Costume Swap Day (October 8), calls for everyone to go green for Halloween by organizing- local kids costume swaps in their communities. Kids get new-to-them costumes, and parents save money *and* the planet by recycling princess gowns, witches hats, and superhero capes from years past.

In its first year, National Costume Swap Day’s website, [www.CostumeSwap.com](http://www.CostumeSwap.com), listed 73 swaps in 23 states and Canada, was featured on local TV and other media around the country as well as on [Good Morning America](#).

Anyone can list a swap for free and parents seeking swaps in their area, can find them ~~at CostumeSwap.com~~ [here](#), also at no cost.

Seeking to align themselves with like-minded brands, the non-profit Green Halloween® has partnered with KIWI Magazine, a magazine dedicated to raising families the natural and organic way, and Swap.com, [leading the swap movement online and in communities across the world.](#) ~~the leading swap marketplace with nearly one million members.~~

“A costume swap is recycling at its most fun,” said Corey Colwell-Lipson, founder of Green Halloween. “It not only means that fewer resources are used to make new products, but also means less packaging and less waste, since costumes often are trashed as soon as Halloween is over. People will really be making a difference in their community.”

In fact, swapping the costumes of only half of the children who celebrate Halloween would reduce annual landfill waste by 6,250 tons, equivalent to the weight of 2500 midsize cars. And that doesn't even address adult costumes.

“The team at Green Halloween has spearheaded an incredible initiative that is perfectly aligned with our mission to grow the ‘swap movement’, and of course, add a little fun to one of our favorite holidays,” said Jeff Bennett, CEO of Swap.com. [Now](#)

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in its second year, the event will bring together hundreds of families across America to not only save money this Halloween, but to take part in fun, social swap events with their friends and neighbors.” excited to help build momentum across the country for this eco friendly and cost savvy event.”

For tips on how to organize a costume swap, or to find a swap in your area, visit the National Costume Swap website at:  
<http://www.greenhalloween.org/CostumeSwap/index.html>.

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**About Green Halloween**

Green Halloween is a nationwide non-profit initiative to keep all the fun in the holiday, but make it better for kids and the planet. This year, Green Halloween has more than 70 partner events in cities including New York, Chicago, Los Angeles, the Bay Area, D.C., Boston, Philadelphia, Seattle, Denver and Phoenix. For more information, see [www.GreenHalloween.org](http://www.GreenHalloween.org) or contact [Lynn@GreenHalloween.org](mailto:Lynn@GreenHalloween.org)

**About KIWI Magazine**

*KIWI*, dedicated to raising families the natural and organic way, includes a print magazine, website, webinar series, and more. *KIWI* helps families balance their green ideals with their busy real lives, so that today's eco-conscious moms and dads can bring up healthy, happy, caring kids. For more information, see [www.KiwiMagOnline.com](http://www.KiwiMagOnline.com) or contact Editorial Director Sarah Smith at [sarahsmith@maymediagroup.com](mailto:sarahsmith@maymediagroup.com).

**About Swap.com**

Swap.com is leading the swap movement both online and in communities across the world. We bring people together to list, share, and swap their stuff through our website, mobile app, local events, homes, schools, and co-branded partnerships. Swapping is the origin of social commerce and turns the stuff you own into currency to get the stuff you want. The Swap.com platform and community enhances your swap opportunities across all platforms - which maximizes your swap value. Swap.com is a privately held company headquartered in Boston, MA. For more information, visit <http://www.swap.com>, follow us on Twitter at @swap, or visit us on Facebook. Swap.com is the easiest way to swap your stuff - books, music, movies and video games. An award-winning website that brings people together to swap the stuff they have for the stuff they want, Swap.com helps users feel good knowing they are saving cash and the planet. With millions of people listing millions of things, the swap opps are staggering. Swap.com is a privately held company headquartered in Boston, MA. For more information please visit [www.swap.com](http://www.swap.com). Follow us on Twitter @swap or visit on Facebook at <http://www.facebook.com/swapeom>.

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