



Swap.com Joins Green Halloween® and KIWI magazine and Declares October 9th “National Costume Swap Day”

Seattle, WA - September 23, 2010 - Every kid’s favorite holiday just got a little more parent- and planet-friendly with the launch of Green Halloween’s® National Costume Swap Day. A countrywide celebration scheduled to take place on October 9, 2010, National Costume Swap Day calls for Americans to go green this Halloween by organizing a local kids costume swap in their community. Kids get new-to-them costumes, and parents get to save money *and* the planet by recycling princess gowns, witches hats, and superhero capes from years past.

Seeking to align themselves with like-minded brands, Green Halloween has partnered with both KIWI Magazine, a magazine dedicated to raising families the natural and organic way, and Swap.com, 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. “We’re 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>.

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, official Green Halloween events will be held in almost 20 cities including New York, Chicago, Los Angeles, the Bay Area, Austin,



Minneapolis, Philadelphia, Seattle and Phoenix. For more information, see www.GreenHalloween.org or contact 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 or contact Editorial Director Sarah Smith at sarahsmith@maymediagroup.com.

About Swap.com

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. Follow us on Twitter [@swap](https://twitter.com/swap) or visit on Facebook at <http://www.facebook.com/swapcom>.

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