MEDIA CONTACT:

Your Name

Your Phone Number

Your Email Address

FOR IMMEDIATE RELEASE

**Need a Wardrobe Refresher But Short on Cash?**

**Problem Solved… Come to the Money Smart Blue Jeans Swap**

(Today’s date) – Everyone in the family can get in on this great opportunity to recycle and reuse old blue jeans that no longer fit or are no longer wanted. In return, participants get to replace their old jeans with a “new” pair. The Money Smart Blue Jeans Swap is a new event offered by (add event host name here) during Money Smart Week®. The Swap will take place at (name and address of swap location) on (day of week and date) from (time).

It’s easy to participate. Just donate old blue jeans at (location and address for drop-off) during the two weeks preceding the event. For each pair of jeans donated, the donor will receive a voucher good for a “new” pair of jeans during the Swap. “Vouchers are transferable, so they can be given to friends or family” explains (your designation: e. g. librarian, banker, etc.) (your name here). “We expect to receive blue jeans in all shapes and sizes so everyone can get in on the fun and score a new pair, including the kids” stated (your last name here). “This event has been hugely successful in other communities and we expect that (name of your community) community members will enjoy this opportunity to be wise and save money on their clothing budgets as well.”

All blue jeans donations that do not find a new loving home will be donated to (name of charity) after the event. Another chance to benefit the community.

April 4 – 11, 2020 is Money Smart Week®, a week of free, educational events for everyone – with no sales pitches – designed to help kids, teens and adults better manage their money.

*Created by the Federal Reserve Bank of Chicago in 2002, Money Smart Week® is a public awareness campaign designed to help consumers better manage their personal finances. This is achieved through the collaboration and coordinated effort of thousands of organizations across the country including businesses, financial institutions, schools, libraries, not-for-profits, government agencies and the media. Programming is offered to all demographics and income levels and covers all facets of personal finance. Partnering organizations will host their events April 4 – 11, 2020. For more information about Money Smart Week events in your community visit* [*www.moneysmartweek.org*](http://www.moneysmartweek.org).

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