

Fifth Philly SWAP Party Recap

News Item

July 3, 2013

Cherry Hill

As part of the firm's Women's Initiative Program, Flaster Greenberg PC was the exclusive clothing rack sponsor for the Fifth Philly SWAP Party, which took place on Sunday, April 21, 2013 from 1:00 – 5:00 p.m. at the Hotel Monaco Grand Ballroom in Philadelphia, PA. The goal of this event was to showcase the good work of the Dress for Success organization and its efforts to further women clients on their journey toward economic independence.

Attendees brought 8,000 items of gently worn women's clothing and accessories to the swap for items brought by others. The 5,000 items remaining were donated to Dress for Success, Philly Aids Thrift and the Pediatric Cancer Spring Prom. Sponsorship support also provided new clothing racks, over 1,500 new plastic hangers and all new computers for the new Dress for Success boutique and office space in Chinatown. Additionally, over \$2,000 in cash donations were collected at the event from attendees and sponsors contributing proceeds. The Girl Scouts Troop 9092 was on hand performing community service, helping the organizers build in and pack out the equivalent of a small clothing store during the course of the event and learning about the dos and don'ts of professional dress.

The Philly Swap party started out as a casual "swap" among a dozen girlfriends several years ago as a good way to refresh spring and fall closets. Now it has grown into a large scale, coveted invitation event that has benefitted several charitable organizations over the years including Hurricane Sandy victims, Goodwill Industries and Project CarryOn.

The next swap is scheduled for mid September in the Ballroom and attendance is expected to top 475 professional women.

About Dress for Success

Dress for Success is a non-profit organization dedicated to promoting the economic independence of women in need who are transitioning back into the local workforce by providing professional attire, a network of support and the career development tools to help them thrive in work and in life. The organization was started in July 2008 and has served more than 6,500 women.