

## NEWS RELEASE

Distributed June 30, 2021

### **Shed Your Threads**

*Recreation equipment share, swap & trade event*

#### **Summary**

The City of Nanaimo Department of Parks, Recreation and Culture has partnered with Vancouver Island University, Nanaimo Ladysmith Public Schools and Island Health for the "Shed Your Threads" campaign. Aiming to reduce leisure barriers through access to appropriate gear, Shred Your Threads will be held on Friday, July 9 from 12-4 pm in the Bowen Park Auditorium.

Organizers of this event are hoping to level the playing field for youth by sharing, swapping and trading athletic clothes, shoes, jackets, recreation and sporting equipment. The invitation is for community members to drop off their used but in still good condition recreation equipment allowing children and youth to participate in the upcoming fall sports season.

Not only does this foster youth sports participation, it also reduces environmental impact by reusing, recycling and reducing equipment in the landfill or having it collect dust in the garage.

Shed Your Threads proposes a change from a consumer model of "take, make and dispose" to a more collaborative and sustainable model in which sharing, swapping and repairing can give used items a new purpose.

*Strategic Link:* Links to the Livability and Environmental Responsibility themes, by supporting recreation as an integral part of everyday life and taking a leadership role in adapting the way we live, work, recreate and move.

#### **Key Points**

- The event takes place on Friday, July 9, 2021, 12-4 pm in Bowen Park Auditorium.
- This is a recreation equipment share, swap and trade event.
- Shred Your Threads aids in helping all youth in our community have access to recreation equipment.

#### **Quotes**

"Shred Your Threads has so many benefits. It gives youth the chance to participate in recreation activities with appropriate equipment, gives new life to things already produced, reduces the environmental impact and promotes the value of sharing in our community."

Leonard Krog  
Mayor  
City of Nanaimo

Continued... Shed Your Threads

**Contact:**

Media Inquiries  
Communications  
City of Nanaimo  
Media.Inquiries@nanaimo.ca  
250-754-4251



View the online edition for more information -  
<https://cnan.ca/2UVBjek>