

Pop-Up Clothing Swap Is Sunday, April 30

April 26 2023 12:01 PM



ALTON - Swapping is the new shopping! Clean out your closet and join Alton Main Street on Sunday, April 30th from 12:00-4:00 p.m. for a Pop-Up Clothing Swap. The event will be held in the ballroom at Mineral Springs Mall, located at 301 E. Broadway. To participate, you simply bring gently used clothing, accessories and shoes that you no longer wear and trade for as many new items as you can carry out. An option to bring your items in advance is available; early drop off is on Saturday, April 29th from 4:00-6:00 p.m. at the same location. Participants should enter through the side door to the lower level which faces Alton Street.

The event is open to the public, and the entrance fee is \$5.00 when you bring clothes to swap or \$10.00 when you just bring yourself. Leftover clothing will be donated to local charities. Attendees may also bring fabric in any condition (such as worn-out clothing, pillows, blankets, etc.) which will be recycled with Remains Inc.

A Needs Assessment conducted by Alton Main Street revealed that additional clothing stores and resale shops are highly sought after by many community members. “Pop-up shops” are creative temporary retail and restaurant establishments held in underutilized commercial spaces that provide a tangible way to test the market. Successful pop-up events can provide confidence to entrepreneurs that their idea for a new business will be supported by the public.

“Besides its environmental and community-building benefits, the clothing swap increases foot traffic for the rest of the Broadway businesses,” said Sara McGibany, Executive Director of Alton Main Street, “Hopefully attendees will score a lot of great freebies at the event and spend the dollars they saved at other shops and restaurants while they’re in the district.” Alton Main Street’s economic development goal is to reduce instances of Alton residents leaving town to make purchases or find experiences, which drains Alton’s sales tax base.

For more details on this event, please contact coordinator Laura Blair at blairlairstudios@gmail.com. To get involved with the many ways that Alton Main Street volunteers are working to promote the district and improve the quality of life in our community, please contact Executive Director, Sara McGibany, at 463-1016 or email sara@altonmainstreet.org. For full details of the organization’s beautification projects, special events, networking activities, investment opportunities and more, please visit www.DowntownAlton.com or www.facebook.com/AltonMainStreet.