

## **New Bartering Website Launches in Vancouver Changes How Consumers Shop & Help the Environment**

**Vancouver, BC (June 12, 2012)** – Troc-Exchange.com is proud to announce the launch of their values-driven bartering website that is reinventing how we consume. Originating in Paris, and now based in Vancouver, the new site allows users to barter and sell goods online – saving them money and helping the environment.

Troc-Exchange, exemplifies the trend toward 'collaborative consumption', the reinvention of how we consume and connect through bartering, trading, and sharing within the community. Collaborative consumption, supported by the latest technologies, is now exploding in peer-to-peer marketplaces like Troc-Exchange. TIME Magazine named 'collaborative consumption' as the one of the "10 Ideas That Will Change the World." <http://ti.me/CollaborativeConsumption-Troc>

- **Collaborative consumption is good for the environment.**  
Vancouver has a large community of environmentally conscious people. Not only does Troc-Exchange's business model reduce waste, but 50% of profits go to the Surfrider Foundation: an outreach program to reduce single use plastics and prevent them from entering our oceans. Surfrider Foundation's 'Blue Water Task Force' is a volunteer-run water testing program for swimming pools and beaches in the Vancouver area.
- **Collaborative consumption saves money.**  
Many residents across Canada are still challenged with tough economic times and are looking for ways to both reduce consumption and save money. Zip Car, Airbnb, The Network Hub, home clothing swap parties, and now Troc-Exchange are successful budget alternatives.
- **Collaborative consumption declutters lives.**  
Reality shows like 'Storage Wars' shine a light on the over-consumption of our affluent lifestyle and the clutter that piles up in homes over the years. Troc-Exchange creates a better way to clear clutter without adding to the waste stream and allows users to feel good when their possessions go to another home rather than into landfills.

Christine and Yvan Saché were inspired to create Troc-Exchange.com in Paris. They watched as unsustainable lifestyles increasingly caused stress to their beautiful city. When they were no longer able to live with the environmental issues they confronted daily – they decided to make a change. That decision became the Troc-Exchange concept.

### **About Troc-Exchange.com**

**Troc-Exchange.com** is a values-driven bartering website where collaborative consumption is the model for peer-to-peer exchange of consumer goods with or without using money. Troc-Exchange returns 50% of profits to charities that create environmental change: Surfrider Foundation Europe and Mountain Riders for Europe, and Surfrider Foundation Vancouver. We are changing how we consume and connect individuals who barter,



trade, or swap goods to give them a new life and protect the planet. Together we can change the world. For more information on Troc-Exchange, visit [www.Troc-Exchange.com](http://www.Troc-Exchange.com)

