**Media release**

**XXXXX Date**

***Recycle Your Electricals campaign launching “HypnoCat” to hypnotise XXX (add in name of area residents into recycling their old electricals***

The *Recycle Your Electricals campaign* is launching “HypnoCat” a pink fluffy cat on a mission to hypnotise XXX area residents into recycling their small old electricals.  The campaign has been launched as small old electricals are one of the fastest growing waste streams in the UK and in the world.

* 155,00 tonnes of waste electricals are being lost through being thrown away in the UK.
* The total number of cables hoarded in UK homes (140 million) could circle the earth more than 5 times
* UK householders are hoarding 527 million small electricals items

“HypnoCat'' will be issuing a series of rallying calls to local people including: ‘Humans of England. You will not bin your electricals’. He will also play on his cat's superior powers over humans ‘Speaking of bags, go buy me a big bag of catnip’ in between the repeated mantra of Recycle Your Electricals.  The fun character has been designed to build on a growing trend and love for bizarre hypnocats. HynoCat will also be launching in other areas across the UK.

Scott Butler, Material Focus, Executive Director, said: “Small old electricals are one of the fastest growing waste streams, and we are throwing away valuable materials that are lost forever.  In reality, these small old, unwanted electricals contain 75% of materials that can be recycled or reused such as precious materials like gold, aluminium and steel.  Through HypnoCat and our campaign we will be providing step-by-step information on how to reuse and recycle old electricals. We want everyone to know that all old electricals - that’s everything with a plug, battery or cable - can be recycled.  We are delighted to be working with XXX area and are calling X residents to stop throwing away their old electricals, and instead put them in a bag ready to be recycled and take them to your nearest recycling centre / or put them out with your kerbside recycling.”

XXX quote from XXX to be added in “We are delighted that xxxx is participating in the Recycle Your Electricals campaign. We are proud of the fact that our area already provides recycling facilities for electricals by providing XXX. We have joined this campaign to make sure that we further promote the importance of recycling electricals to more of our residents.

The [Recycle Your Electricals Campaign](http://www.recycleyourelectricals.org.uk) is making recycling small old electricals easier than ever before by providing an information hub for the UK on how to recycle electricals, and a postcode locator with details of over 2,500 recycling, repair and reuse points across the UK.

Share pictures, videos and stories of the electricals that you’ve collected in a bag prior to placing them at the kerbside or taking them to your nearest recycling point. Use the hashtag #RecycleYourElectricals or tag us on Facebook @RecycleYourElectricals Twitter @RecycleElectric & Instagram @RecycleYourElectricals\_

**Ends**

**For further press information please contact Kate Hinton - kate@matericalfocus.org.uk**

**Notes to Editors**

**About Material Focus and the Recycle Your Electricals campaign**

Material Focus is a not-for-profit organisation whose goal is to stop the nation throwing away or hoarding all their old small electricals. Material Focus has launched the UK-wide [*Recycle Your Electricals* campaign](http://www.recycleyourelectricals.org.uk). The campaign will reveal the value hidden in electricals and will make it easier for us all to recycle and reuse the small electricals we no longer need by providing more recycling points as well as providing practical information on how households can recycle.

The campaign is funded by producers of electrical appliances. The UK government sets annual targets for the recycling of all waste electricals, including small electricals. If producers of electrical appliances don’t meet this target, then they contribute towards a fund (WEEE Fund) which pays for a range of activities, including communications, behaviour change activities, increased recycling projects and research. Ultimately the aim is to support actions that will help the UK increase the levels of reuse and recycling of waste electricals.