

TEMPLATE MEDIA RELEASE FOR INTERNATIONAL E-WASTE DAY 2025

Whether you held a collection event, promoted on your channels - or something brand new - we'd love to hear how you got on for The Great Cable Challenge 2025! Your results will help highlight the campaign's impact and inform future campaigns. Before publishing your release, please get in touch by completing our [2-minute IEWD survey](#) and let us know how you got on!

How to use this press release:

- Remove/amend this copy in **red** before using
- Information highlighted in yellow is to be edited and personalised by you with your organisation and International E-Waste Day activity details. Remember to delete the brackets and highlight afterwards.
- If you are using any of our stats from this media release, please make sure you reference Recycle Your Electricals as the source.
- Hyperlinks to Recycle Your Electricals' recycling locator must be kept in/included in the press release.
- Before publication, please send your completed, edited press releases to: hello@materialfocus.org.uk. This is just for reference, so we can look out for your stories and help amplify the campaign!

**[RETAILER / BUSINESS] CELEBRATE GREAT CABLE CHALLENGE SUCCESS
AFTER COLLECTING [Xkg / number of] CABLES
OR**

**[RETAILER / BUSINESS] JOINS GREAT CABLE CHALLENGE TO TACKLE
ELECTRICAL WASTE**

- **[RETAILER / BUSINESS]** joined The Great Cable Challenge, clearing out their 'drawer of doom' and recycling unwanted or broken cables and electricals.
- **[INSERT RESULT]** – e.g. “Over Xkg of cables were collected....” kg of cable were collected, saving hundreds of kilos of copper from going to waste.
- As part of International E-Waste Day, the campaign was run nationally by Recycle Your Electricals and supported locally by **[RETAILER / BUSINESS]**.

[DATE]

[RETAILER / BUSINESS] recycled **[TOTAL Kg / number of items]** cables and other old and unwanted electricals this October by taking part in The Great Cable Challenge. They joined hundreds of organisations, councils, communities and households nationwide, clearing out their “drawers of doom” as part of [Recycle](#)

[Your Electricals](#)' International E-Waste Day campaign to help stop valuable materials inside electricals from going to waste.

[INSERT PARAGRAPH ON WHAT THE RETAILER IS ORGANISING]

Include:

- What initiatives you organised? E.g. office collection, in-store promotion, etc.
- When / where did the activities take place?
- Who got involved? Customers, staff, etc.

[INSERT QUOTE FROM RETAILER / BUSINESS SPOKESPERSON]

The Great Cable Challenge was launched to tackle the millions of unwanted cables and electricals sitting idle in homes across the UK. [Research commissioned by Recycle Your Electricals](#) revealed that Brits are holding onto and throwing away enough cables to reach the moon and back.¹ By recycling them instead, valuable materials like copper can be recovered and transformed into new items including mobile phones, laptops, smart watches, clean energy and even medical equipment.

While The Great Cable Challenge may have ended, [RETAILER / BUSINESS] is still encouraging employees and customers to recycle anything with a plug, battery or cable. Visit [INSERT RETAILER TAKEBACK INFORMATION RELEVANT TO STORE, IF APPLICABLE], or use [Recycle Your Electricals' postcode locator](#), which lists over 30,000 recycling, donation or repair points across the country.

ENDS

Opinium research conducted for Material Focus between 23rd – 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults.

About International E-Waste Day

IEWD was founded by the [WEEE Forum](#), the international association representing producer responsibility organisations. The UK lead member is [Ecogensys](#) (formerly REPIC). IEWD is open to any one to participate. Stay tuned for more details on how your organisation can get involved and make a difference on International E-Waste Day by emailing hello@materialfocus.org.uk.

About Material Focus

¹ Research conducted by Opinium for Material Focus between 23rd – 26th July 2024 amongst a nationally-representative sample of 4,000 UK adults.

[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 is delivering the UK-wide [Recycle Your Electricals](#) campaign. The campaign is revealing the value hidden in electricals and is making 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 reuse and recycle. The campaign is funded by producers of electrical appliances 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.

About [\[RETAILER / BUSINESS\]](#)