

Subject: Got a drawer full of old cables?

Pre-text: The Great Cable Challenge is here - let's untangle the mess together

Copy:

Are you one of the millions of people with a 'drawer of doom', full of old, tangled cables?

You're not alone - and now's the time to do something about it.

To mark International E-Waste Day this October 14th, we're taking part in Recycle Your Electricals' [Great Cable Challenge](#) - a nationwide campaign to tackle the millions of cables and other electricals sitting idle across the UK, to save the copper inside them from going to waste.

Why take part?

Across the UK, we bin and stash away **627 million unused cables** - enough to reach the moon AND BACK! This is part of the growing e-waste challenge, which is now the fastest growing source of waste in the world, and in the UK.

Like any electrical, each one of these cables contains valuable materials like copper that can be reused and recycled. And right now, too many are just sitting idle in drawers or worse, ending up in the bin.

Join the challenge

This International E-Waste Day (14 October), join the millions taking one small action to make a big difference - and take part in The Great Cable Challenge!

Everyone can do their bit:

1. Just bag up your old cables – and any other unwanted electricals
2. Use Recycle Your Electricals' [Locator](#) to find your nearest repair, donation or recycling point
3. Save hundreds of kilos of copper from going to waste!

(If organising your own event- insert bespoke drop-off info e.g. We will be organising a pop-up collection point for cables and other small electricals...)

About Recycle Your Electricals

Recycle Your Electricals are a UK-wide recycling campaign motivating and making it easier for everyone to reuse and recycle unwanted electricals, ensuring we make the most of the valuable materials in them.