

TRAID (Textile Recycling for Aid and International Development)

Press Release – January 2012

For interviews contact TRAIID / Leigh McAlea on 020 8733 2585



Charity Textile Collection, Direct from your Door

Textile recycling charity TRAIID and the Royal Borough of Kensington and Chelsea are launching a pilot clothes recycling service, collecting textiles directly from the door of over 2,500 households in North Kensington.

Households with unwanted clothes, shoes and accessories will be able to book a charity collection direct from their door either online www.rbkc.gov.uk/traid or by phone; and can check online if their postcode is included in the pilot area. Pick up slots are Saturday mornings, and the charity is asking households to give donations directly to its driver, and not to leave bags outside.

Mike Webster, TRAIID's National Recycling Manager said, "TRAID is delighted to partner with the Royal Borough of Kensington and Chelsea to offer households included in this trial a way to donate their unwanted clothing directly to charity, at a time that suits them. As well as protecting your donations, scheduling a pick up is great for busy people and families, and perfect for those who may find it difficult to carry their donations to our charity shops or banks."

He added, "A huge percentage of clothing which is thrown away can instead be reused, and worn again, helping to reduce waste, our carbon footprint and collection and disposal costs – and all for a fantastic cause."

Residents can book online at www.rbkc.gov.uk/traid or by telephone 0208 733 2580 (select option 1). TRAIID's driver will pick up from households on Saturday's between 9am and 12pm.

Notes to editor

- **For images and information please contact Leigh McAlea at TRAIID on 020 8733 2585**
- **This is a trial scheme which has launched in parts of North Kensington (see the attached for area coverage)**
- **The charity TRAIID is running the scheme and will collect from households which have booked a pickup on Saturday mornings between 9am and noon.**
- **Households can book for the following Saturday up to 1pm the previous day.**
- **Households can book online www.rbkc.gov.uk/traid or by telephone 020 8733 2580 (Select Option 1)**
- **Textile donations will be collected by the charity's designated driver.**

The Royal Borough of Kensington and Chelsea

Trial Textile Collection

Legend

 Trial Area

0 25 50 100 150 200 Metres



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