

Threadcycle Campaign 2015

Messaging Samples

The following Threadcycle campaign messaging is provided below in various formats to educate the public that they can donate ALL clothes, shoes, and linens in any condition except wet.

The language has been tailored to fit newsletters, Facebook posts and tweets, but can also be used for bill inserts, flyers, bag stuffers, websites and other collateral.

Newsletter text – long

(265 words excluding headline)

Recycle your torn and worn clothes

Do you toss damaged clothes, shoes and household linens into the trash because you think they can't be donated? Here's some great news: clothes and linens that aren't reusable can be recycled into industrial wiping cloths, carpet padding, insulation and more. So along with reusable clothes, gather up your mismatched socks, ripped t-shirts, and faded old sheets and bring to a local donation location.

Why should you give all clothes, shoes, and linens for reuse or recycling? Nearly 95 percent of the clothes, shoes, and linens that Americans toss into the garbage could have been recycled or reused.¹ Dropping off these items at a donation location will help keep them out of the landfill!

Many thrift stores, drop boxes, and others accept *all* your items in any condition. In the past, only "gently used" items could be accepted. But markets have changed, and partners of the Threadcycle campaign (sponsored by King County and Seattle Public Utilities) now take items that are stained, holey, or damaged, as long as they are not wet, mildewed, or contaminated with hazardous materials. Some are reused, and some get recycled into new products.

Even single shoes, socks, gloves, and other items that are normally paired-up can be matched with other "singles" and worn by people who otherwise would not have those items to wear.

For more information about where you can give your clothes, shoes, and linens for reuse or recycling, check out the Threadcycle website at www.kingcounty.gov/threadcycle.

Newsletter text – short

(133 words excluding headline)

Damaged clothes aren't garbage anymore

Did you know that you can donate your holey, stained and worn clothes for recycling? Donation locations all around King County want all of your clothes, shoes, and linens – in ANY condition except wet. Even clothes and linens that are ripped, torn, and have holes are acceptable – many are recycled into carpet padding, insulation, and more.

¹ "Post-Consumer Textiles: King County LinkUp Research Summary Report". Pg. 1(King County, April 2014). <http://your.kingcounty.gov/solidwaste/linkup/documents/textiles-research-summary-2014-04.pdf>

Even single shoes, socks, gloves, and other items that are normally paired-up can be matched with other “singles” and worn by people who otherwise would not have those items to wear. The only clothes, shoes, and linens you should **NOT** bring in are items that are wet, mildewed, or contaminated with hazardous material.

For more information about where you can donate your clothes, shoes and linens for reuse or recycling, check out King County’s Threadcycle website at www.kingcounty.gov/threadcycle.

Facebook posts

(36-78 words)

- Up to 95 percent of the clothes, shoes, and linens thrown in the garbage could have been reused or recycled. Find out where to give ripped, stained and damaged clothes: at www.kingcounty.gov/threadcycle.
- Did you know? Donation locations want ALL your clothes, shoes, and linens – even damaged ones. Learn more at www.kingcounty.gov/threadcycle.
- Damaged clothes and linens aren’t garbage anymore. Learn how to #threadcycle at www.kingcounty.gov/threadcycle.
- Stop! Don’t throw that stained, holey shirt in the trash – someone wants it! Learn more at: www.kingcounty.gov/threadcycle.
- Do you have damaged clothes or linens? Single socks or shoes? Learn how to have these items picked up by local organizations or where you can conveniently drop them off at www.kingcounty.gov/threadcycle.
- Do you toss damaged purses, belts, stuffed animals, quilts and other household linens or accessories? Wait! Local organizations throughout King County now accept stained, holey or damaged items as long as they’re not wet, mildewed or contaminated with hazardous materials. Learn more at www.kingcounty.gov/threadcycle.
- Do you toss damaged clothes and household linens into the trash because you think they can’t be donated? We’ve got great news: clothes and linens that aren’t reusable can be recycled into industrial wiping cloths, carpet padding, insulation and more. Find out where you can drop off your damaged clothing at www.kingcounty.gov/threadcycle.
- Don’t throw your single socks in the garbage! Single shoes, socks, gloves, and other items that are normally paired-up can be matched with other “singles” and worn by people who otherwise would not have those items to wear. For more info, visit www.kingcounty.gov/threadcycle.
- Did you know that clothes and linens that aren’t reusable can be recycled into industrial wiping cloths, carpet padding, and insulation? Gather up your mismatched socks, ripped t-shirts and faded, old sheets and donate them for reuse or recycling. MORE clothes, shoes and linens are acceptable than ever before—the good, the bad, and the ugly—as long as they’re not wet, moldy or contaminated with hazardous materials. Visit www.kingcounty.gov/threadcycle to find a convenient location in your area.

Tweets

(>130 characters)

- Most clothes thrown in the garbage could've been reused or recycled. Learn to #threadcycle at www.kingcounty.gov/threadcycle
- Don't throw lonely socks in the garbage! Single clothing items can be given for reuse or recycling: www.kingcounty.gov/threadcycle
- Damaged clothes and linens aren't garbage anymore. To find donation locations, visit www.kingcounty.gov/threadcycle
- Give all your clothes, shoes, and linens for reuse or recycling. To find donation locations, visit www.kingcounty.gov/threadcycle.
- Did you know that you could give clothes, shoes, and linens for reuse or #recycling? Find out more: www.kingcounty.gov/threadcycle
- Donation locations want your ripped, torn, and stained clothes and linens and single shoes! www.kingcounty.gov/threadcycle
- Most clothes and linens thrown in the garbage could've been reused or recycled. Learn more at www.kingcounty.gov/threadcycle

Photo options ([download at this link](#)):



Torn blouse.jpg



Ripped jeans.jpg



Holey yellow t-shirt.jpg



Single shoes.jpg



Stained shirt.jpg



Textiles.jpg

Threadcycle logo (in various formats. Note that the .ai file is the one that graphic artists can use to resize the logo without losing resolution but it will not show up correctly if you aren't using In Design or similar graphic design software.)

<https://www.hightail.com/download/UIRTak83TERIcEtFQk1UQw>



Give *all* your clothes, shoes and linens
for reuse or recycling

Sponsored by:
King County & Seattle Public Utilities

www.kingcounty.gov/threadcycle

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