



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

Sponsored by:
King County & Seattle Public Utilities

TEXTILE REUSE AND RECYCLING UPDATE

Solid Waste Community Advisory Meeting – February 4, 2015

Threadcycle, our public education campaign to encourage the donation of *ALL clothes, shoes, and linens for reuse or recycling*, will officially launch on March 1, and run through May 31. Sponsored by King County and Seattle Public Utilities.

Goal: drive residents to give their textiles to thrift store, drop box, and collection service partners—eight textiles collectors in our region who will help communicate the campaign messages to their customers and others.

Partners

- Big Brothers / Big Sisters of Puget Sound
- Goodwill of Seattle
- Northwest Center
- Salvation Army Family Thrift Stores
- Sight Connection
- TexGreen
- USAgain
- Value Village

Target Audience

- Customers who are already giving their “gently used” clothes, shoes and linens but likely tossing the rest (early adopters)
- Customers who are ready recyclers and open to environmental behaviors
- Spanish language outreach being developed with help of King County’s Facilitadoras, members of the Spanish-speaking community who serve as community subject matter experts for recycling and waste diversion efforts. More diverse outreach to follow based on lessons learned in 2014.

Internal Messaging

- **Partners** (websites, flyers, email blasts, social media, stickers on boxes & trucks)
- **Threadcycle web pages**
 - King County’s EcoConsumer site
 - SPU’s Look Up tool and Donate or Resell page
- **Articles, Facebook posts and Tweets**
 - Curbwaste & Conserve – April edition
 - At Your Service bill inserts – March/April and May/June
 - EcoConsumer Facebook, Ask Evelyn Facebook
 - Suburban cities’ internal vehicles

Marketing

- **Billboards:** Ten billboards featuring the campaign message and Threadcycle partners' logos will be located in Seattle and King County, Mar. 9 through May 1 , ensuring a high reach and frequency.
- **Google AdWords:** People searching for textile collection locations online (in Seattle and King County) will see Threadcycle ads leading them to the campaign website Mar. 2 through May 29.
- **Facebook ads:** Targeted Facebook ads will lead Seattle and King County residents to the campaign website for more information, also running Mar. 2 through May 29.
- **Thank-you ad:** We will feature collector partners' logos and names in a "thank-you ad" in the *Pacific NW Magazine*, an insert to the *Seattle Times* Sunday edition. This ad will run after the campaign ends, in early June.

Media outreach

King County will send a press release and pitch the campaign launch to reporters at a variety of local media outlets, including print, TV, radio, and online news.

Additional ideas to carry the message further?

Feel free to email suggestions to liz.fikejs@seattle.gov.