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PRESS RELEASE

Recycle for London, Oxfam and Incentivated offer mobile spring cleaning service

Recycle for London, Oxfam and mobile marketing agency Incentivated have teamed up to encourage Londoners to donate goods to Oxfam rather than throw them away. This is an opportunity for Londoners to drop-off any unwanted items to an Oxfam store where they can be reused and sold-on, instead of the alternative where they are thrown out of Londoner's houses and sent to landfill.

Londoners who are looking to donate books, clothes and other goods can text the word REUSE and their POSTCODE to 63131. By return, they will receive a text message with the location and contact details of their nearest Oxfam store.

The REUSE service is an extension to Recycle for London's successful RECYCLE post code look up service which offers Londoners information on where and how to recycle across all 33 London boroughs via SMS.

Oxfam spokesperson Rose Marsh comments: "What you may no longer want could be someone else's treasure. Oxfam shops are pleased to take good quality donations of clothes, books and bric-a-brac where we sell them and use the proceeds to help others. It is important for Londoners to remember that an unloved handbag or stack of old books could be resold for ten pounds which we can turn into a hundred school dinners for hungry children in Malawi. This partnership [with Recycle for London] gives us another opportunity to reach out to Londoners and remind them to think of recycling and donating items for reuse when they're spring-cleaning".

Robert Thurner, Commercial Director at Incentivated adds: "On a personal level we all face the challenge of recycling responsibly. We're delighted that Recycle for London and Oxfam are co-operating and using the mobile channel to reduce waste, whilst raising valuable funds for charity in the process".

For further information:

Incentivated – 0845 130 3985

[Notes to Editors](#)

managing mobile interactivity

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Incentivated works with global brands to help them communicate with customers instantly and easily via their mobile phones.

We develop and manage mobile marketing campaigns and services on local, national and international levels. We reach people in all corners of the world and in many languages, using text messaging and the mobile internet.

We believe the mobile phone is an intensely private medium. Respecting this principle, our campaigns provide information that consumers find useful and welcome. Founded in 2001, Incentivated's fast growing client base includes British Airways, The Carphone Warehouse, Central Office of Information, Greater London Authority, Hilton Group, L'Oréal, Masterfoods, Macmillan Cancer Support and Scottish Power