



**Recycle Your Way to the Bank with [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk)**

*Eco-friendly online CD recycling service encourages music-lovers to trade in the 30 million CDs which are thrown away every year*

**17 September, 2008** – Online CD recycling service [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) lets music-lovers trade in their old or unwanted CDs for cash, encouraging them to take an eco-friendly approach to generating extra money.

It is estimated that 2500 tonnes – over 30 million CDs – are discarded and sent to landfill each year, with tens of millions more simply left lying around unplayed. [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) gives people the opportunity to quickly and easily convert these unused CDs into hard cash instead of simply throwing them away, helping to reduce the overall number sent to landfill each year.

Craig Dawson, head of operations at [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk), said: “Every year over £21 million in old CD’s are thrown away in the UK when they could be recycled and converted into credit-crunch busting cash.

“[www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) lets people unlock the cash in their unwanted CDs, quickly and easily by encouraging them to recycle the CDs rather than just throw them away. The beauty of this is that as well as letting people make some extra cash – fast, it lets them cut down on the amount of rubbish they throw out, making it a greener, and more profitable solution to getting rid of unwanted CDs.”

The service is free and simple to use. Users go to [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) and click the “Get cash for your old CDs” button. They then type in the barcode number from the CDs they want to sell. The website will search its

database and make a cash offer for each one, with the site buying up to 250 CDs in each transaction.

When the user accepts the offer, they are sent prepaid padded envelopes to send in their CDs. A cheque is issued within 7 days of receipt after each CD is checked against terms and conditions.

Unlike auction sites, users can get cash for as many of their old CD's as they want without the hassle and cost of selling each individually. A trial version of the site was launched in early 2008 and has already paid out over £155,000 to its thousands of registered users, with user numbers growing daily. The team at [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) are also looking at how they can help UK consumers generate cash for old DVDs and games as well.

For full details of the service, visit [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk)

Ends/

**Press contact:**

Priya Mistry,

Context, 01625 511966

[www.contextpr.co.uk](http://www.contextpr.co.uk)

**About [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk)**

[www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) is the only online CD recycling web site in the UK that is totally free to use. The number of online users is now growing by over 1% each day and on average a user receives between £28 and £36 per transaction they complete.

It is estimated that 2500 tonnes – over 30 million CDs – are discarded and sent to landfill each year, and tens of millions more are simply lying around unplayed. Hard-up British music lovers are sitting on millions of pounds of untapped assets that they can now convert to cash.

CD's received by [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk) are then resold to music lovers through specialist retail outlets or to distributors. CD's sent in by customers that are damaged can be refurbished reducing the overall number sent to landfill each year.