

## **MEDIA RELEASE**

**21<sup>st</sup> April 2022. Melbourne, Victoria, Australia**

### **“Give your old tech a new home!” Campaign kicks off on 28<sup>th</sup> April 2022 with the launch of Enable’s 2022 Yarra Trams Community Partnerships Program sponsored tram.**

Since 2015, Enable have been on a mission to tackle disadvantage and the digital divide by connecting community, environment, and local economies. Enable have supported over 1,000 participants with Employability skills, created 25 employment pathway outcomes for disadvantaged community, diverted 267 tonnes of decommissioned technology from landfill for reuse and recycling and distributed over 600 affordable computer devices through 65 fellow community-based organisations.

Enable’s latest drive to get 1,000s of refurbished affordable laptops, notebooks and tablets into the hands of those most in need through a “Give your old tech a new home!” campaign. The campaign kicks off with the launch of an Enable-branded tram made possible through the Yarra Trams Community Partnership Program that provides in-kind advertising annually to community organisations committed to create a more sustainable and equitable Melbourne.

Founder and Managing Director, Julie McKay says “we are thrilled to be involved with the Yarra Trams Community Partnership Program and we will be looking out for the Enable tram travelling along routes 48 and 109 over the next four months to promote our vital community service to provide refurbished, affordable technology for those in need whilst creating full award wage jobs for young people with disability”.

Yarra Trams’ CEO Julien Dehornoy also celebrated the partnership, saying, “Enable was a stand-out applicant to take part in the 2022 Community Partnerships Program, and they make a real difference to hundreds of Melburnians every year. I can’t wait to see their tram out on the network encouraging our passengers to donate their old, unused tech to a new home.”

During the campaign Enable will seek to receive working order working order laptops, notebooks, and tablets from consumers through a network of Community-driven Drop Point partners and invite the business and government sector to join in with a corporate giving collection-drive style event with staff, family, friends, and others.

For those Community-based organisations interested in becoming a Drop Point Partner, or Corporate Social Responsibility event at your organisations site, please go to [www.enableaustralia.org.au](http://www.enableaustralia.org.au) and register interest via contact page links or contact Ben Auhl on 0490 778 588 or email [communications@enableaustralia.org.au](mailto:communications@enableaustralia.org.au).

Read more about Yarra Trams Community Partnership Program at <https://yarratrams.com.au/community-partnerships>

#### **Media enquiries**

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