

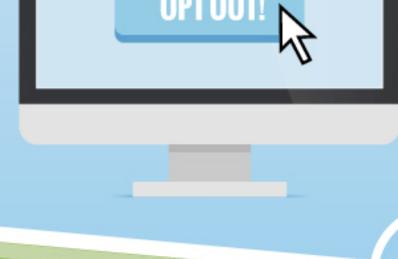
## These days, the information we need is often just a click away. Yet many of us still receive phone books automatically, even if we don't need them.

**BUT IT DOESN'T HAVE TO BE THIS WAY!** 

YOU CAN TAKE ACTION NOW TO FIX THIS PROBLEM!

OUR COMMUNITIES! 6

REDUCING PAPER WASTE FROM PHONE BOOKS IS EASY AND CONVENIENT:





Use online search resources

instead of paper phone books

Use opt-out services to stop receiving

unneeded phone books (see below)



- TO STOP RECEIVING UNWANTED PHONE BOOKS:
- If you live in the U.S., Catalog Choice lets you opt out of junk mail and phone books for free. Visit http://www.catalogchoice.org/signup to set up an account and select your preferences.

Yellow Pages Opt Out is the phone book industry's free opt-out service.

Visit www.yellowpagesoptout.com to register.

- 1 One ton of groundwood paper uses approximately 12 trees. Source: conservatree.org/learn/Envirolssues/TreeStats.shtml (accessed Sept 10, 2013).
- <sup>2</sup> Assuming an average of 700 trees per acre of forest. Source: sustainability.tufts.edu/carbon-sequestration (accessed Sept 10, 2013). 3 Source: www.campaignforrecycling.org/our\_issues/phone\_books (accessed Sept 10, 2013).
- 4 Source: www.epa.gov/epawaste/nonhaz/municipal/pubs/msw2009rpt.pdf (accessed Sept 10, 2013).
- <sup>5</sup> As estimated by the Product Stewardship Institute based on the following: \$50-75/ton average cost to collect, transport, and recycle phone books; and \$75-\$100/ton to collect, transport, and dispose (through landfilling or waste combustion) of phone books. These data are estimated based on
- conversations with PSI government solid waste members. <sup>6</sup> Assuming \$600,000 per new fire truck.

