

**Source:** Bay Area Recycling Outreach Coalition (BayROC)

For Immediate Release  
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### **Bay Area Counties Launch Junk Mail Reduction Campaign**

Every year 100 million trees are cut down to produce 100 billion pieces of junk mail sent to American households. In an effort to address this concern 110 Bay Area cities and 9 counties have joined forces to sponsor a Bay Area Junk Mail Reduction Campaign at [www.StopJunkMail.org](http://www.StopJunkMail.org).

The campaign, starting in January 2005, focuses on easy ways Bay Area residents can substantially reduce junk mail at home and at work. The campaign will distribute a Stop Junk Mail Kit. The Kit will help consumers reduce commercial access to their name and address so this information won't be traded, rented or sold to companies who send unwanted mail.

The Kit provides addresses and telephone numbers of organizations set up to help consumers reduce junk mail. The Kit also includes ways to contact service providers such as banks, insurance or wireless companies asking them to stop sending promotional mail.

It's good to recycle your junk mail. It's even better to stop getting it in the first place. Americans collectively pay \$370,000,000 (\$370 million) a year to dispose of junk mail that doesn't get recycled. To learn more about reducing junk mail call the Bay Area Junk Mail Reduction Campaign hotline at 877-STOPWASTE (786-7927) or visit [www.StopJunkMail.org](http://www.StopJunkMail.org).

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