

It's good to recycle your junk mail. It's even better to stop getting it.

Junk mail is a waste. It is a waste of natural resources and a waste of real money to businesses. Your business can take action to stop this waste. With a few simple steps your business can substantially reduce the amount of junk mail received—which can save up to 25 % of staff time spent handling mail. Your business will be doing it's part to reduce junk mail's burden on our natural resources – over 100 million trees and over 28 billion gallons of water are used to produce one year's worth of this country's junk mail.

The good news! Bay Area businesses can reduce their junk mail with a *free* Stop Junk Mail Kit available from the Bay Area Junk Mail Reduction Campaign. Order your free Kit today online at www.StopJunkMail.org or by calling, toll-free, 877-STOPWASTE (786-7927).

"Every year, junk mail is responsible for creating four million tons of unnecessary waste. In fact, three percent of America's landfill space is occupied by discarded junk mail, with 44 % of it being thrown in the trash unopened and unread," stated Ljubomir Stambuk, President of Consumer Research Institute in New York. "In addition, \$320 million tax dollars are being wasted on disposal fees every single year due to huge amounts of junk mail," says Stambuk.

You Can Make A Difference:

- Ask for cooperation: When receiving unsolicited catalogs, advertising flyers or other offers from sales and marketing firms ask them to remove your address from their list.
- Control your exposure: Prepare a statement to be included with all purchase orders, registrations for classes/conferences, ordering subscriptions, etc., stating that your company wishes to prevent waste and not have their name(s) and address(es) distributed.
- Practice good mail list etiquette: If your organization maintains databases or mail lists, review lists for duplicate addresses and addresses that are no longer valid. Also, offer your customers or clients options to not receive mail or solicitations. In the long run this will save your business time and money, reduce waste and conserve resources.
- Spread the word: Let everyone in your company or organization know about the goal of minimizing waste, in terms of time, money and resources from unwanted mail.

To learn more about reducing the amount of junk mail you receive call, toll-free, 877-STOPWASTE (786-7927) <or **Place your hotline number here**> or go to www.StopJunkMail.org.