

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

Unwanted mail can really be tiresome. Have you ever returned from a vacation to find a mound of mail, most of it solicitations and catalogues? Junk mail is a waste. It is a huge waste of natural resources and your time. Each year, the average American home receives 1.5 trees in their mailbox in the form of unsolicited mail. That adds up to over 100 million trees cut down and over 28 billion gallons of water consumed to produce one year's worth of this country's junk mail. In fact, every year over \$320 million of our tax dollars are wasted on disposal fees due to huge amounts of junk mail.

The good news! You can take action to stop this waste and it is much easier than you think. Bay Area residents 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 by calling, toll-free, 877-STOPWASTE (786-7927) or online at www.StopJunkMail.org.

Bay Area cities and counties are working together to sponsor a Junk Mail Reduction Campaign this January by asking Bay Area residents to make a special effort to reduce their junk mail at home.

In order to substantially reduce your junk mail, you want to reduce access to your name and address so that it won't be traded, rented, or sold to companies who send you unwanted mail. By using a Stop Junk Mail Kit, you can help keep new junk mail from finding its way to your mailbox. This Kit provides addresses and phone numbers of organizations set up to remove or block names on mailing lists. The Kit also provides other important information on how to reduce junk mail, including contacting service providers such as banks, insurance or wireless companies and asking them to stop sending you promotional 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 online to www.StopJunkMail.org.