



## ❧ Junk Mail ❧

### Some interesting facts about Junk Mail:

- Each year more than 4 million tons (62 billion pieces) of junk mail is produced. To produce this mail, it takes 100 million trees and 28 billion gallons of water.
- The average person in the U.S. receives 572 pieces of junk mail per year. Forty-four percent of it is thrown away unopened and in 1999 only 22% was recycled.
- Catalogues and other direct mailings account for 5.2 million tons of waste each year.
- Each US Postal Service letter carrier delivers 17.6 tons of bulk mail annually – the typical weight of four elephants.
- If one person halts their personal bulk mail, they will save 1/5 of a tree, 46 pounds of carbon dioxide and 70 gallons of water each year.

### Ways to reduce Junk Mail:

- To remove your name from the list which 70% of national direct marketers use, send a post card with your name and address in all the forms that it appears to: Mail Preference Service c/o Direct Marketing Association, P.O. Box 9008, Farmingdale, NY 11735, (212) 768-7277, or go online (for a \$5 fee) to <http://www.dmaconsumers.org/cgi/offmailinglistdave>
- To prevent new mail from a major source of direct mailings, send a postcard with name, address and request to reduce unsolicited mail to: ChoicePoint Option P.O. Box 105108, Atlanta, GA 30348
- For unwanted catalogues and magazines, call the magazine's 800 number and ask to be removed from their mailing list. Or send a written request with the mailing label taped to the letter to help the company identify how you are listed in its files.
- To remove your name from Telemarketing lists write to: Telephone Preference Service c/o Direct Marketing Association, P.O. Box 9014 Farmingdale, NY 11735. Ask that your name be put on the "suppress" list.
- To stop credit card offers and other promos call The OPTOUT Program at 1-888-5-OPTOUT (1-888-567-8688). This will remove your name from the mailing list circulated by the main consumer reporting agencies. At the first prompt – press 2 and follow directions from there. It takes about 5 minutes.
- There are two U.S. Postal codes which give you the right to refuse any mail you do not wish to accept. To return unwanted mail, cross out your address and bar code, circle the return address and write: "Refused: Return to Sender" and put it back in your mailbox.
- Any time you order a product by mail, enter a contest, subscribe to a magazine, send in a warranty card, or otherwise give your name and address to a company, write "Please do not rent, lend, trade, or sell my name and address" or "No mailing lists" next to your name.
- Don't fill out warranty cards - they're used mainly to gather names for mailing lists. You're covered by a manufacturers warranty whether or not you fill out a warranty card.
- For more assistance in reducing junk mail and calls go to [www.privatecitizen.com](http://www.privatecitizen.com)

*Thanks to Sustainable Life, [www.sustainablelife.com](http://www.sustainablelife.com) for preparing this onesheet.*