



## REDUCE JUNK MAIL

The US Postal Service delivers more than 90 billion pieces of direct mail every year. A significant portion of this is unwanted advertising mail, or "junk" mail. Recycling junk mail is a good start, but reducing the amount of junk mail you receive saves landfill space and conserves natural resources. Here's how you can reduce junk mail.

### **Don't Let Your Name Become a Commodity**

Every time you enter a contest, make a purchase or donation, join a buyer's club, order a product by mail, subscribe to a magazine or return a warranty card, your name and address can be placed on a mailing list and sold. To prevent this from happening, write "Please do not rent or sell my name" next to your name. Also consider not returning the warranty card for a new product - it's usually not required.

### **Contact Companies and Organizations Directly**

To stop receiving mail from specific sources, call the company or organization's customer service number (often a toll-free number). You can also make your request via e-mail (from the company's website) or send in a written request.

### **Sign Up for the Mail Preference Service**

A good way to remove your name from several national mailing lists at once is to sign up for the Direct Marketing Association's Mail Preference Service ([www.dmachoice.org/MPS/](http://www.dmachoice.org/MPS/)). This website provides instructions on how to register (a \$1 processing fee is charged). This service is only for national, not local, mail and only for residential, not business, addresses and is good for five years.

### **Get Off Lists for Credit Offers**

The major consumer credit bureaus have a toll-free, 24-hour number you can call to have your name removed from mailing lists used for credit offers: 1-888-5-OPTOUT (1-888-567-8688). The recording will ask for your full name, address, telephone number and social security number (to confirm the identity of the caller making the request). When presented with options, press 1 to have your name removed for two years, or press 3 to have your name removed permanently.

### **Reduce Unwanted Mail at Work**

The National Waste Prevention Coalition's Business Junk Mail Reduction Project ([www.metrokc.gov/dnrp/swd/nwpc/bizjunkmail.htm](http://www.metrokc.gov/dnrp/swd/nwpc/bizjunkmail.htm)) has strategies and tips on how to reduce the amount of unwanted mail coming to your business or workplace.