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**FOR IMMEDIATE RELEASE**

## **We Want Your Junk Mail!**

### **Eco-Cycle® Launches Free Service to Stop Junk Mail for GOOD:**

#### **Sign-up and Interactive Junk Mail Display at Boulder Farmers' Market Sept. 24 from 10 – 2**

BOULDER COUNTY – Sept. 22, 2011: Eco-Cycle is launching its latest Zero Waste service in Boulder County to help residents and businesses Stop Junk Mail for GOOD *and for free*. We'll be at the Boulder Farmers' Market on Sat., Sept. 24 from 10 a.m. to 2 p.m. with an interactive display showing how much junk mail the average American household receives in under a year. **Eco-Cycle is asking people via Facebook, Twitter and beyond to unload their junk mail onto us on Saturday and then sign up on the spot with our iPads to stop it for GOOD with our new service. Bonus: We'll ask market visitors to guess how many pieces of junk mail the average American household receives in one year. Participants will be entered into a raffle for Eco-Cycle freebies.** "I Stopped Junk Mail for GOOD!" stickers and junk mail info cards will also be available.

The Stop Junk Mail for GOOD service is normally a \$20 value, but we've partnered with the best mail preference service in the nation, Catalog Choice, to make this service free for Boulder County residents and businesses. The service stops unwanted mail, catalogs, phone books, and also gets folks unlisted to prevent junk mail in the first place and protect one's privacy. Eco-Cycle's goal is to sign up 5,000 Boulder County residents and businesses.

"Our goal is to stop junk mail upstream," said Marti Matsch, Eco-Cycle's Communications Director. "We choose Catalog Choice because they are the best service in the country at tracking down the phone book and catalogue companies and doing the work for you to get your name off mailing lists. The Eco-Cycle partnership with Catalog Choice is the first time a city or county-wide junk mail campaign has been conducted on this large a scope. We hope Boulder County can serve as a model for other municipalities."

**Why care about junk mail?** Beyond the clutter and annoyance, junk mail comes at a HUGE cost to the environment. More than 109 billion pieces of direct mail were produced and distributed in the U.S. in 2009. It took [more than 100 million trees to create all this bulk mail](#) – that's the equivalent of deforesting all of Rocky Mountain National Park every four months. Even though most junk mail can be recycled, [one-third of all mail](#) still ends up in landfills or incinerators. Nearly [two-thirds of phone books](#) are trashed every year. And all this comes at a cost to our climate as well: The production and disposal of junk mail [consumes more energy than 3 million cars](#).

For more information, visit [www.ecocycle.org/junkmail](http://www.ecocycle.org/junkmail)

#### **ABOUT ECO-CYCLE:**

Eco-Cycle® is a 501(C)3 nonprofit organization whose mission is to identify, explore and demonstrate the emerging frontiers of sustainable resource management through the concepts and practices of Zero Waste. Learn more at [www.ecocycle.org](http://www.ecocycle.org).