



EMERALD KEEPERS

For an Emerald Green, Ocean Blue Coronado

CANCEL THOSE CATALOGS

During the holiday season your mail likely includes numerous catalogs cluttering your mailbox.. Despite their prevalence, most catalogs are unopened and thrown away. Taking steps to reduce the number of catalogs benefits you and your home while saving the trees, water, and energy used to produce and distribute the catalogs.

According to the Center for Development of Recycling, every American adult receives 41 pounds of junk mail a year that requires cutting down up to 100 million trees and using 28 billion gallons of water every year. Trees and water are natural resources to be protected rather than wasted on unwanted catalogs.

STOP THE JUNK MAIL

Take the following steps to stop this junk mail that harms our environment.

- Temporarily keep your unwanted catalogs as you will need to identify the specific catalog name as well as the recipient, address, and source code printed on the mailing label.
- Visit the nonprofit CatalogChoice.org for a free online service to opt out of catalogs by name.
- Visit www.OptOutPreScreen.com to

remove your name from unsolicited credit offers for five years. A permanent opt-out of credit card offers requires you to mail them a signed form provided on the website.

The Direct Marketing Association that represents catalog companies also offers an opt-out service that costs \$4 for 10 years at www.dmachoice.org.

- Alternatively, you can contact any catalog company directly either through their website or phone customer service and ask to be removed from their mailing list.

Given the advanced timeline for marketing materials, it typically takes two to three months after your request to stop receiving company mailings.

- When you are finished with your catalogs and junk mail, be sure they are placed in your recycling bin.

Canceling unwanted catalogs and junk mail is another way to help keep Coronado Emerald Green, Ocean Blue.

For more information visit EMERALDKEEPERS.ORG