



## **Too Many Catalogs?**

**Each year 19 billion catalogs are sent out in our country, and most of them are never read or even recycled.** In addition to creating several million tons of paper, the production of these catalogs wastes large quantities of water and energy, and releases toxic chemicals into the air and water - all at great cost to our environment.

**You can help reverse these trends by following the simple directions below.** While you are at it, consider stopping the delivery of phone books, too. Here is what you do:

- **Make a pile of all the catalogs you may want to stop receiving** and put them aside until you have time to deal with them.
- When you know which ones you want to stop, **rip off the part which has your name, address, customer number and key or source code** - often on the back of the catalog. If you can't go to the website below right away, make sure you have saved the name of the catalog as well!
- **Go to [www.CatalogChoice.org](http://www.CatalogChoice.org) and "Get started now"/"Sign up for Catalog Choice."**
- Go to **"Manage Unwanted Mail and Phone Books,"** and type in the name of catalog you want to stop receiving. As described above, you will need the exact name and address that was on the catalog, as well as the customer # and code.
- **It often takes a few months** for the catalogs to stop coming, but they will.
- **It's probably a good idea to shred** the name and address and codes from the catalogs - the bar codes contain information about you that can be scanned and used for identity theft.
- **Catalog delivery multiplies during the holidays**, and that is a great time to get a handle on the ones you consider junk mail. But any time is a good time for this project.
- **Catalog Choice has a phone book service now as well.** In addition, you can get yellow pages information and tips about stopping phone books at: [www.yellowpagesgoesgreen.org](http://www.yellowpagesgoesgreen.org), and [www.yellowpagesoptout.com](http://www.yellowpagesoptout.com).
- **Catalog Choice has other services for a fee** - including Mail Stop Shield, which stops junk mail by getting your name off of many marketing mailing lists. But the catalog and phonebook services are free.

See the [Advice Page](#) of my website for more general information about **Stopping Junk Mail** .