Did you know that the typical household receives over 500 pieces of advertising mail each year?

Photo credit www.reduce.org

While direct mail may be an interesting addition to the mail pile, many households consider much of it unwelcome and unwanted. If you are interested in reducing waste by slowing the flow of unwanted mail, here are some simple steps to greatly reduce the pile:

- To get off national marketing lists, register with the Direct Marketing Association's Mail Preference Service at PO Box 643, Carmel, NY, 10512-0643.
- To stop certain catalogs, you can contact individual mailers and ask them to remove your name from their mailing list.
- To stop mailings of credit card offers, call 1-888-5-OPT-OUT to reach the nation's three major consumer credit bureaus.

MARYLAND
Department of the Environment
www.mde.state.md.us

MDE

MDE is launching a print campaign to create consumer and citizen awareness of pollution reduction. The Ad campaign will run through National Pollution Prevention Week from September 18-26, 2006.