

Introducing

“Stop Junk Mail for GOOD”

Good for you, Good for the planet

Drowning in junk mail?

eco-cycle[®]
Working to Build Zero Waste Communities

Stop it at the source with our new **Stop Junk Mail for GOOD** service –
it's FREE for Boulder County residents and businesses!

Sign up at www.ecocycle.org/junkmail

(Check your email to activate your account.)



Eco-Cycle has partnered with national leader **Catalog Choice**.
We've sponsored the service for 2 years, making it FREE for
Boulder County residents!



We moved from 41pounds to Catalog Choice:

- 41pounds didn't do phone books or pursue scofflaws;
- DMA Choice good, but only does mail;
- Catalog Choice ... most comprehensive service in nation ... junk mail, catalogs and phone books.
 - Invested years and \$\$\$\$ to create a huge DATABASE;
 - You create a personal account - specify what you don't want;
 - If you keep getting the junk, they will pursue the scofflaw's... will file FTC complaint;
 - If you want to keep getting REI Catalog, you will ! Don't put it on your personal list;
 - Upon joining, they will have your name removed from all the "lists-for-sale";
 - They are working to get every company to offer an opt-out option.

Our goal:

We want to get **5,000** Boulder County residents and businesses off junk mail in the next year though:

- ✓ Outreach at local events and Zero Waste business partners
- ✓ Media pushes and advertisements
- ✓ Incorporating volunteer network of almost 800 neighborhood Block Leaders
- ✓ Social media

In the first week, we signed up more than **400** grateful folks!



Our Tools



Cards to pass out at events and to individuals



Ipads to sign people up remotely



Interactive displays, banners, tabling materials



Website with upcoming video PSAs