

How to Control Junk Mail

Junk mail wastes resource, overburdens recycling and disposal systems and is a hassle for residents and businesses. Get a grip on the amount of junk mail you receive this year. Did you know the following about junk mail?

- Each person will receive almost 560 pieces of junk mail this year.
- The average consumer receives about 1.5 personal letters each week and 10.8 pieces of junk mail.
- Forty-four percent of all junk mail is thrown in the trash, unopened and unread.
- A name is worth 3 to 20 cents each time that it is sold for mailing purposes.
(Facts from www.nativeforest.org)

There are a number of ways to reduce junk mail sent to your home or business by removing your name from mailing lists. Many agencies sell names and addresses of people who may be interested in specific types of products based on past consumer choices. To reduce your junk mail, you need to remove your name from these lists.

How did I get put on these lists in the first place?

- Filling out warranty cards
- Ordering from a catalog
- Signing up for a service (this includes health care or car insurance)
- Registering at conferences
- Mortgages & refinancing
- Magazine subscriptions

There are some other steps you can take to reduce junk mail delivery to your home or business. Click on the link below to be taken to the junk mail website produced by the San Mateo County RecycleWorks Program to obtain junk mail information electronically.

www.recycleworks.org/junkmail/

You can also contact the RecycleWorks Program by phone at **1-888-442-2666** to request a paper copy of a junk mail reduction kit.

Forty percent of garbage is paper and a large percentage of this is junk mail. Please do your part to reduce the amount of paper that is being thrown away by reducing the amount of junk mail coming into your home or business.