



**GreenTip**  
How Do You Measure Up?

## ***Suffering from Phone Book Overload? Opt Out!***

For generations, the local telephone book has been a staple in every household – a compendium of information about friends and neighbors, about community services and facilities and about retailers and service providers. The concept was so widely accepted and so successful that eventually new companies began publishing directories to compete directly with the local telephone company books. Suddenly, we became swamped with lots of large phone books, all providing virtually the same information. In Guilford County, we can all put our old or unused phone books into our **recycling containers**, but there are other issues to consider as well.

Every year, more than 500 million telephone books are printed and delivered to homes and businesses around the country. This translates into more than 19 million trees, 1.6 billion pounds of paper, 7.2 million barrels of oil, 268,000 cubic yards of landfill space and 3.2 billion kilowatt hours of electricity just to process and produce the directories! More energy and resources are spent to package and transport them. In this digital age, many of us don't use the hardcopy telephone books any more. Virtually all of us are concerned about the number of telephone books that are delivered to us without regard to our preferences and concerns. So how do we fight this phone book overload?

### **Opt Out of Phone Book Delivery:**

The Yellow Pages Association has initiated a program that will allow consumers to make a **choice** about the telephone directories they wish to receive. Simply click here to go to their website ([www.yellowpagesoptout.com](http://www.yellowpagesoptout.com)). By entering your zip code, you'll be presented with a list of the directory publishers that serve your area. You'll then be able to **choose** which, if any, you'd like to receive.

***REMEMBER, YOU CAN MAKE A  
DIFFERENCE!***