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## Marion County among Five Municipal Pioneers Tackling Waste by Controlling Unwanted Mail and Phone books

—Program Supported by Marion County Public Works Environmental Services

**[Marion County, OR] (March 8, 2011)** — More than 100 billion pieces of unsolicited mail are received by Americans each year—and municipalities foot the bill for waste collection and disposal. To combat unwanted mail, Marion County has joined forces with communities across the country to debut a zero-waste initiative that will allow consumers to stop unwanted phone books, catalogs, coupons and credit card solicitations at the source. The free service, designed by Catalog Choice, will help Marion County shed millions of pounds of waste and thousands of dollars in costs—one mailbox at a time. County residents and businesses can sign up for the mail preference service beginning today at <https://marioncounty.catalogchoice.org/>

“Marion County is committed to offering programs that foster waste reduction and recycling. This innovative online solution provides a convenient portal for citizens to express their mail choices and reduce their environmental footprint at home and at work, said Bill Worcester, Marion County Public Works Director. “The service gives the county a way to reduce waste at the source and track progress toward our waste diversion goal.”

“Marion County is a leader taking strides toward a zero-waste mission—and setting a positive precedent for consumer choice,” said Chuck Teller, Executive Director, Catalog Choice, the leading non-profit service for mail efficiency and privacy control. “The County is empowering their constituents to stop unwanted mail and phone books at the source while cutting costs for their community.”

Catalog Choice is hosting <https://marioncounty.catalogchoice.org/> as a special portal for area residents. Marion County will receive detailed reporting on local participation by zip code, solid waste diversion and environmental benefits. With the annual collection and landfill cost of these mailings estimated at up to \$10 per household, the cost savings will be significant.

Catalog Choice connects 1.3 million consumers nationwide with 4,000 direct-mail companies to fine-tune mailing lists. “This is a win-win service that enables both companies and Marion County to be more efficient and cut waste on all ends,” added Teller.

Marion County joins Chicago; Kansas City; Tompkins County (Ithaca), NY; and Berkeley, CA, in partnership with Catalog Choice. The mail preference service for Marion County is sponsored by a County Public Works Environmental Services grant.

**About Catalog Choice**

Founded in 2007 to provide consumers greater control over the marketing materials that enter their mailboxes, [Catalog Choice](#) is the world’s largest preference and privacy portal with more than 1.3 million consumer members and 4,000 direct marketing companies. By reducing unnecessary mail and phone books, Catalog

The Numbers
Direct mail advertising creates more than 10 billion pounds of solid waste each year.
The annual cost to collect & dispose of advertising mail & phone books is at least \$1 billion annually.
62% of advertising mail and phone books is not recycled.

Choice's free and low-cost services reduce deforestation, greenhouse gases, solid waste and water consumption. Catalog Choice, a non-profit organization based in Berkeley, Calif., is supported by grants from the Overbrook Foundation, Kendeda Fund, Merck Family Fund and Richard and Rhoda Goldman Fund, as well as donations from members.

**About Marion County Public Work Environmental Services**

Marion County Environmental Services provides residents and visitors with innovative solid waste, parks, and water quality programs.

For more information, call (503) 588-5169

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