

Please remove my name and address from your mailing list.
I want to reduce the amount of unsolicited mail I receive.
(Include all variations of your name.)

NAME _____
NAME _____
NAME _____
ADDRESS _____
CITY _____ STATE _____ ZIP _____
SIGNATURE _____ DATE _____

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Tired of dealing with junk mail?

Catalogs, credit card offers, and coupons for things you don't want or need—wouldn't you be happy if you never saw junk mail again?

This **Stop Junk Mail Kit** makes it easy to reduce your junk mail. The simple format and pre-addressed postcards help you get the job done.

Reducing junk mail gets clutter out of your mailbox, frees up your time, and helps protect the environment. It takes 17 trees to make a ton of paper. That means nearly 100 million trees get used for junk mail every year in the U.S. Let's keep the trees in the forest, and get the junk mail out of your life.

For more information on reducing junk mail and other waste reduction ideas call **1-877-STOPWASTE (786-7927)** or go online to **www.StopJunkMail.org**.

 Printed on 100% post-consumer recycled paper.

1537 Webster Street
Oakland, CA 94612

STOPWASTE.ORG
Reducing the Waste Stream for Alameda County

STOP JUNK MAIL KIT



It's good to recycle
your junk mail.
It's even better to
stop getting it.

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www.StopJunkMail.org

FIVE EASY WAYS TO REDUCE JUNK MAIL

1

Fill out and mail the postcards attached (at right). Be sure to list all variations of your name.

For example: John Doe John T. Doe
Johnny Doe J. Doe Jonathan Doe

2

Call, write or go online to the following companies and request your name be taken off their list:

Direct Mail: The Direct Marketing Association (DMA) is the single largest provider of direct mail lists. They charge a \$1 fee if you send your request by mail or you can submit through the online form.

DMA Mail Preference Service
P O Box 282
Carmel, NY 10512
Online form: www.dmachoice.com

Credit Card Offers: You do not need to provide your Social Security number. Stay on the line and they will process your request without your Social Security number.

Equifax/Trans Union/Novus/Experian
1-888-567-8688

Sweepstakes:

Publishers Clearinghouse: 1-800-645-9242

Shopping Flyers: (see attached postcards)

ValPak Coupons: 1-800-237-6266
Advo/Valassis 1-888-241-6760 or
www.advo.com/consumersupport.html
Harte Hanks Direct Marketing
1-800-422-4116 or
www.pennysaverusa.com/contactus

Junk Faxes: Stop junk faxes by contacting the sender of the faxes. If you are unsuccessful, file a complaint with the Consumer Information Bureau of the Federal Communications Commission: 1-888-225-5322
fcc.gov/cgb/consumerfacts/unwantedfaxes.html

3

Catalogs: Remove your name from specific catalog lists for free by visiting CatalogChoice.org.

You can also contact the catalog and tell them you want your name taken off their list.

Call the number on the catalog or write a letter (see example below). It is easier for the organization to remove your name if they have the exact copy of your address label; cut or peel it off and glue or tape it to the bottom of your letter.

Sample letter:

Date:

I want to reduce the amount of unsolicited mail I receive. Please remove my name and address from your mailing list as listed below:

Name
Your address
Your city
Your state and zip code

Thank you.

Your signature

(tape or paste label from catalog or magazine here.)

You may download a copy of this sample letter by going to www.StopJunkMail.org.

4

"DO NOT SELL MY NAME"
When you buy from catalogs over the phone or online, make sure to let the company know you don't want them to sell your name or send promotional materials.

5

Contact your service providers such as insurance, bank, wireless provider, etc. and ask them not to send you promotional material.

TWO WAYS THAT WON'T WORK

Refusing unsolicited mail.

Writing "Return to Sender" or "Refusal" on unsolicited mail and placing it in your mailbox only results in the U.S. Postal Service discarding it, since third class bulk mail will not be forwarded.

Returning junk mail postage due.

Trying to get the attention of a company by returning your accumulated junk mail in an envelope with insufficient postage does not work.

Most people notice a difference in about three months. Be patient, removal of your name can take up to a year.

For more information on reducing junk mail and other waste call **1-877-STOPWASTE** (1-877-786-7927) or go online to www.StopJunkMail.org.



The Bay Area Junk Mail Reduction Campaign is brought to you by BayROC – A partnership of 110 Bay Area cities and counties.

Updated January 2008. Please check online for the most up to date information.

Valassis Direct Mail, Inc
Consumer Assistance
P. O. Box 249
Windsor, CT 06095

Harte Hanks Direct Marketing
Circulation
C/O Pennysaver
2830 Orbiter Street
Brea, CA 92821

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Post Office will
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without postage

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