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Assemblywoman 90th District

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August 30, 2011

Mayor Leo Weigman
Village of Croton
1 Van Wyck Street
Croton, NY 10520

Dear Mayor  Weigman,

When families receive unsolicited mail, nearly 60% of it ends up in a landfill. My office has been exploring options that would help reduce waste and save money. There is now a free online service, Catalogchoice.org, which could help families stop receiving unwanted junk mail, and reduce the waste that ends up in landfills.

The same website has a zero waste program called Catalog Choice for Communities. Communities can partner with catalog choice and track local participation. It also provides reports on waste reduction in the area, and the environmental benefits.

I hope that you will consider how this program could help your community. To learn more about this service please visit catalogchoice.org/communities.

Sincerely,



Sandy Galef
Member of Assembly



Five Localities Aim to Eliminate Junk Mail

Caroline Cournoyer | March 17, 2011

Five localities have signed up to save money and paper waste simply by cutting down on junk mail. Berkeley, Calif.; Tompkins County, N.Y.; Kansas City, Mo.; Marion County, Ore.; and Chicago, residents can now opt out of receiving any unwanted mail by registering on a localized website, according to GreenBiz.com. The Mail Preference Service program, created by the California-based nonprofit Catalog Choice, allows residents to manage how much and what kind of mailings they receive. According to Catalog Choice, the annual cost of disposing unwanted mail and phone books can equal at least \$1 billion. These initiatives could save cities up to \$10 per participating household due to reductions in collection costs and landfill space of the typically thrown-out mail. The local governments will eventually receive data displaying the participation rates and environmental impact of the program.

This article was printed from: <http://www.governing.com/idea-center/Localities-Eliminate-Junk-Mail-to-Save-Paper-and-Money.html>