



In Light Of 2011 Waste Figures, YellowPagesGoesGreen.org Firms Stance Against Paper Directories

With nationwide paper waste at an all-time high, YellowPagesGoesGreen.org's uniquely green outlook leads the way to total digital distribution of the information you need.

East Northport, NY ([PRWEB](#)) March 23, 2012 -- [YellowPagesGoesGreen.org](#), a massive business directory website at the forefront of the environmentally-conscious "Green" movement, is formally asking Americans to pitch in to help save the planet by doing away with their paper-based telephone business directories and joining the safe, clean, environmentally conscious digital revolution. In light of recent figures documenting massive amount of paper-based waste generated by Americans in the year 2011, especially in the form of discarded yellow books, it is clearly the time to opt-out of physical directories once and for all.

According to [WTOV9.com](#), 650,000 tons of phone books were thrown out by Americans in the year 2011, and dealing with that amount of waste cost taxpayers \$63 million dollars.

In the same article, environmental activist Jess Leber asked why phone books are still used when the internet is so readily available to the public in the form of computers and smartphones. "Many people don't even open these phone books. It's become sort of like junk mail," said Leber.

According to [Californians Against Waste](#), attempts to use post-consumer waste materials in the production of phone books only account for 25 percent of their make-up; a substantial number of trees must be harvested every year to produce telephone directories regardless.

[BanTheBook.org](#) reports that only 22 percent of phone book recipients recycle when disposing of them, leading to landfills overloaded with waste paper. BanTheBook.org also points out that online directories, social networks and mobile phone applications can provide the same information faster, easier, and with more up-to-date listings than any print medium.

When faced with the fact that Americans have wasted more paper in the 2011 than ever before, it is clear that the time has come to step up and put forth an end to the harm our environment is being forced to endure. YellowPagesGoesGreen.org is leading the tide of change in the effort to lower the staggering amount of paper waste generated in the United States by offering a safe, simple, and more effective digital alternative to looking up the trusted business listings you need.

Yellow Pages Directory Inc., owner of both [YellowPagesGoesGreen.org](#) and [PaperlessPetition.org](#), offers an environmentally-friendly Web-based alternative to paper telephone directories while providing a simple and convenient mechanism for customers to opt out from the receipt of printed yellow books. Both web sites have been instrumental in promoting opt-out awareness across the United States over the past several years, and allowing users to reduce their own environmental footprints in the process. Yellow Pages Directory Inc. has also taken steps to reduce its own impact on the environment through the use of the most up-to-date and energy-efficient web-hosting services available.

For more information please visit <http://www.YellowPagesGoesGreen.org>



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Online Web 2.0 Version

You can read the online version of this press release [here](#).