



Yellow Pages Directory Inc. Acquires Opt-Out Registry PaperlessPetition.org

Eco-friendly internet-based alternative to bulky, wasteful, printed telephone listings gives consumers a green choice while offering opt-out from traditional yellow pages books.

New York ([PRWEB](#)) April 8, 2011 -- As oil prices keep rising and more and more people everywhere are looking for practical ways to save, conserve and do more with less, the Green movement continues to push forward with solutions for eliminating waste and preserving precious natural resources. Online directory [Yellow Pages Goes Green](#), owned by Yellow Pages Directory, Inc., has been doing its part by providing consumers with an earth-friendly alternative to bulky, wasteful, landfill-clogging yellow pages books, and has just taken another step toward fulfilling its mission to eliminate the unsolicited delivery of yellow and white pages books with its recent acquisition of PaperlessPetition.org.

As one of the original online registries specifically devoted to facilitating opt-outs from the receipt of paper phone directories while educating consumers about free and easy alternatives, [PaperlessPetition.org](#) blends seamlessly with the Yellow Pages Goes Green mission as the newly-merged companies unite to promote the Green movement by providing consumers with both easily-referenced local business listings and a surefire way to remove their households from the onslaught of the roughly 540 million yellow pages books that are printed and delivered annually in the United States.

Yellow Pages Goes Green users may opt out of receiving traditional yellow pages directories simply by clicking "[Opt-Out of Print Edition](#)" at the top of its homepage and following the prompts. The acquisition of PaperlessPetition.org provides synergies that bring Yellow Pages Goes Green closer than ever to the day when yellow pages books go the way of printed encyclopedias. As consumers become increasingly aware of their options, Yellow Pages Goes Green believes that most will choose to forego wasteful printed yellow books just as they have overwhelmingly chosen to rid themselves of unwanted telephone solicitations by joining the National Do Not Call Registry.

Legislation to require "opt-in" for receipt of printed phone books has already been proposed in jurisdictions from Maryland to California. At this time, 35 states require that phone companies distribute printed directories to their customers annually, but 12 states are considering changing their laws to require "opt-in" for phone book delivery, and it has been reported that in states where consumers must request printed phone books, only 2% elect to receive them. The U.S. Environmental Protection Agency has estimated that 840,000 tons of telephone books entered the waste stream in 2008, the most recent year for which figures are available. This inundation of paper wastes over seven million barrels of fossil fuel and destroys more than 19 million trees annually, while clogging our landfills and cluttering our homes. And it's all totally unnecessary.

As an efficient, easy-to-use alternative to paper yellow books, Yellow Pages Goes Green is committed to doing its part by continuing to promote the conservation of resources and the preservation of our environment. "Today, more than ever, people want to be environmentally responsible," says Michael Keegan, CEO of Yellow Pages Goes Green. "As more consumers use our service and tell their local yellow pages suppliers to stop delivering printed books, we all move closer to our goal of keeping this planet green."

Visit Yellow Pages Goes Green for quick, easy and green access to millions of local business listings across the country at <http://www.yellowpagesgoesgreen.org>. Share the greener yellow page opinion? Stay connected to this Earth friendly initiative by liking the service on Facebook and/or following updates on Twitter:



<http://www.yellowpagesgoesgreen.org/spread-word.php>

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Online Web 2.0 Version

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