



Yellow Pages Goes Green Champions Opt-Out Registry Initiative

Conservation and preservation of the environment are the core values behind the growing movement to eliminate the inundation of unwanted paper yellow pages directories.

East Northport, New York ([PRWEB](#)) May 17, 2011 -- "What will we do when there's no place to put all the garbage, garbage, garbage, garbage, garbage, garbage...?" American icon Pete Seeger has been singing that question for decades in his song entitled "[Garbage](#)," and online directory <http://www.yellowpagesgoesgreen.org>, owned by Yellow Pages Directory, Inc., is furthering the cause of preserving our precious environment with its easy-to-navigate online business listings and convenient mechanism for its users to opt out from the unwanted delivery of bulky, wasteful paper yellow pages books.

Consumers today are embracing the Green movement in a variety of ways, from composting, recycling and shopping with reusable bags, to cutting down on information clutter in the form of junk mail, telephone solicitations and general paper overload. While we're still a long way from the "paperless society" touted in the early days of home computing, most individuals today realize how important it is to conserve our natural resources and how easy it really is to change our wasteful habits. Recognizing the fact that Americans, when given the choice, will overwhelmingly prefer not to come home to several pounds of bound yellow newsprint sitting on their doorsteps, a number of governmental jurisdictions across the United States have been considering much-needed legislation that will require consumers to opt in for the receipt of printed telephone directories.

In fact, Seattle, Washington today became the first jurisdiction in the country not only to require that phone book publishers honor the instructions of residents who no longer want printed directories delivered to their homes and businesses, but to institute its own municipal opt-out registry. The city of Seattle will now impose fines of up to \$125 per directory on yellow pages companies who deliver yellow books to residents who have opted out through Seattle's "[Stop the Phone Books](#)" webpage 30 days or more before the scheduled delivery of their phone directory. Seattle will also [charge publishers a 14-cent fee](#) for every yellow pages book delivered within the city. The Seattle City Council believes that this legislation will eliminate a large portion of the two million yellow pages books recycled by Seattle residents annually, along with the frustration felt by city residents who often receive not one, but several yellow pages books, each from a different company. Seattle residents who still want a printed directory will be able to choose that option on the city's registry, while eliminating waste and duplication by selecting the particular book they would like to receive and opting out from delivery of the others. So far, it appears that the only folks unhappy about Seattle's new opt-out regulations are the yellow book publishers.

Although most jurisdictions still don't have phone book opt-out laws on their books, Yellow Pages Goes Green continues to provide all of its users with the ability to play a part in keeping our environment green by eliminating the delivery of wasteful paper yellow directories to their homes and businesses. By simply visiting the Yellow Pages Goes Green homepage, clicking "[Opt-Out of Print Edition](#)" and following the simple prompts, everyone can do a solid for the environment while, at the same time, reducing the clutter in their own lives.

About Yellow Pages Directory Inc.

Provides an eco-friendly Internet-based alternative to printed telephone books as well as helps consumers opt-out of print directories. The online site helps customers reduce their environmental footprint by giving them a



substitute for traditional print Yellow Pages directories, reducing their paper use. The company owns both YellowPagesGoesGreen.org as well as PaperlessPetition.org, both of which have contributed greatly through the years to today's general opt-out awareness in the United States. As an initiative for the promotion of green eco-friendly alternatives Yellow Pages Directory Inc. takes several added initiatives to minimize the impact it has on the environment with its own office space, computers, servers and web site hosting services.

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