

YellowPagesGoesGreen.org Announces Expansion Into Canadian Marketplace

“Green” online business directory, already established in the United States now moves into Canadian business market with 1.2 million additional listings.

East Northport, NY ([PRWEB](#)) July 31, 2012 -- [YellowPagesGoesGreen.org](#), a massive business directory website at the forefront of the environmentally-conscious “Green” movement, is proud to announce the expansion of services into the Canadian business market, allowing consumers of the North to have the same ability to search, review, and post business directory listings as easily as their neighbors in the United States, in addition to finally giving them a viable alternative to wasteful and environmentally-damaging paper-based business directories.

After amassing over 27.3 million business listings in the United States alone, encompassing every conceivable type of service and consumer need, YellowPagesGoesGreen has taken this success and used it as a springboard to expand both their services and all-important “Green” message into the business climate of Canada. To date, YellowPagesGoesGreen has already accumulated 1.2 million Canadian business listings, with more being added each and every day.

Visitors to the YellowPagesGoesGreen website, regardless of where they reside, can easily and seamlessly search and review business listings of both the United States and Canada, quickly and easily discovering the right service or merchant to fulfill their needs. In addition, business owners can add and manage their own personalized directory listings, becoming a part of a vast network visited by thousands of potential customers every single day.

“While serving the business needs of both the United States and now Canada, we’re one step closer to YellowPagesGoesGreen’s overall plan of establishing the most comprehensive online business directory on the web. This expansion serves yet another vitally important cause: the spread and information [war against paperless directories](#), most of which only waste tons of paper every year; paper that countless trees were cut down and destroyed to create, endangering the planet, its delicate ecosystems, and the very air breathed by billions in the process” said Michael Keegan, the businesses Chief Executive Officer.

The degree that society consumes and destroys our forests in the name of paper consumption is alarming, especially in light of the following statistics released by technology blog [Techsoup.org](#):

- Every year enough paper is thrown away to make a 12’ wall from New York to California.
- The amount of wood and paper we throw away is enough to heat 50 million homes for 20 years.
- It takes one 15-year old tree to produce half a box of paper.

Deforestation caused by rampant logging in the name of paper can have some devastating effects on the environment and, in turn, the health of human beings. Techsoup.org reports the following facts:

- One tree can filter up to 60 pounds of pollutants from the air each year.
- Rainforests once covered 14% of the earth's land surface; now they cover a mere 6% and experts estimate that the last remaining rainforests could be consumed in less than 40 years.

"The print phone book directory industry is paramount in the issues we face in terms of the slow destruction of the environment" said Keegan. According to Sutmundo.com, only 22% of phone book recipients recycle when disposing of them, leading to approximately 165,000 tons of phone book waste that ends up in landfills annually.

In addition to environmentally harmful, print directories are also an antiquated method of relaying up-to-date information. Whereas the YellowPagesGoesGreen website is updated constantly every day with the latest and most accurate business listings, a simple phone book is typically printed merely once per year. In an economic climate that sees new businesses opening and closing every single day, relying on a directory that is only updated annually makes no sense. Consumers in the digital age need a truly relevant business directory and YellowPagesGoesGreen can give it to them.

"For consumers, both in the United States and now Canada, who take environmentalism and the fate of the planet seriously, there's really only one answer- forgo antiquated and wasteful print phone directories and embrace YellowPagesGoesGreen.org, keeping the solution to their business needs both cutting-edge and green at the same time" he added.

About Yellow Pages Directory Inc.

YellowPagesGoesGreen.org and PaperlessPetition.org offer 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](#).