



Yellow Pages Directory Inc. & Yellow Pages Goes Green Acquires Interactive Cities

The Yellow Pages Directory Inc. is an Internet-based directory alternative to traditional telephone listings and it provides consumers a green choice while offering "optout" from receipt of printed yellow pages.

Lindenhurst, NY ([PRWEB](#)) September 16, 2010 -- The Green movement is gaining momentum as people all over the country look for ways to eliminate waste and preserve our natural resources. Through its recent acquisition of Interactive Cities, online directory Yellow Pages Goes Green, owned by Yellow Pages Directory, Inc., provides consumers with an earth-friendly alternative to the traditional method of searching through bulky printed Yellow Pages books to find local businesses and services. At www.YellowPagesGoesGreen.org the user can not only search for local businesses, but also list a business, comment about personal experiences with local businesses, and even opt out from receiving printed Yellow Pages books.

The Yellow Pages Goes Green website features a local search engine and Yellow Pages which allows consumers to search through millions of listings across the country. A complete database of businesses in the United States is conveniently organized by state and local community. Consumers can search either through the user-friendly graphical interface map by simply clicking on a particular state, or may utilize the search engine functionality by entering city, state, zip code or type of business. Two boxes conveniently located at the top of the page make searching a snap! Simply type the name or type of business in one box, the zip code in the other, and click Find It. You'll be presented with a comprehensive list of local businesses, complete with addresses and telephone numbers. Click on a specific business name and you will receive additional information about that business along with a Google map showing its exact location.

Don't know a particular zip code? Not a problem; the Zip Code Finder will tell you when you identify the state and city you are searching. Easier to use than other online zip code finders, this feature alone makes bookmarking and visiting the site worthwhile. But there's more: Yellow Pages Goes Green now allows users to opt out of receiving traditional printed Yellow Pages directories simply by clicking Opt-Out at the top of the page and following the prompts! Currently, about 540 million yellow page directories are printed each year in this country, wasting over seven million barrels of fossil fuel and destroying more than 19 million trees annually.

"People today feel a greater sense of responsibility for the environment," says Michael Keegan, CEO of Yellow Pages Goes Green. "The purpose behind this service is to promote a green earth, and we've created an efficient, easy-to-use alternative to paper Yellow Page directories. If more people will use this service and ask their local Yellow Pages suppliers to stop delivering books, we can all contribute to a greener planet."

Visit Yellow Pages Goes Green for quick, easy and green access to millions of local business listings across the country at www.YellowPagesGoesGreen.org.

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Online Web 2.0 Version

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