



Costa Mesa Sanitary District

....an Independent Special District

FOR IMMEDIATE RELEASE

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RESIDENTS NOW HAVE THE OPTION TO SAY NO

(Costa Mesa, CA) – No to junk mail that is. The Costa Mesa Sanitary District has just implemented a new program where residents residing within the Costa Mesa Sanitary District (CMSD) service area can now take advantage of a free service that will allow them to opt out of unwanted catalogs, phone books, coupons, circulars, credit card offers, donation solicitation and more. CMSD has teamed up with Catalog Choice, a Berkeley, CA based non-profit organization, that gives CMSD residents a convenient way to prevent waste from entering the landfill. CMSD has many programs that foster waste reduction and recycling and this service now gives residents another tool for reducing their environmental footprint at home. Here's how it works: Residents go to CMSD's website and click on the Catalog Choice mailbox. Once registered, residents identify up to 4,000 individual catalogs and solicitations they no longer wish to receive. Catalog Choice delivers the opt-out request and tracks the company's confirmation for the user.

CMSD residents can track the environmental benefits of their opt-outs measured in trees, greenhouse gas, solid waste and water saved. The average U.S. household receives 100 pounds of advertising mail each year, which most of it ends up at the landfill. CMSD is trying to sign 2,500 residents off junk mail in the next year, which demonstrates their leadership for other communities interested in effective, measurable solutions for managing unwanted junk mail and enhancing consumer privacy and choice. Already, nearly 800 CMSD residents have signed up for the program. Waste reduction efforts such as Catalog Choice are instrumental to achieving greater diversion from the landfill. Catalog Choice provides a service that eliminates waste at its source by reducing the amount of catalogues and other unsolicited mail residents receive. To register for this free program and/or to learn more information about CMSD's recycling programs, visit <http://www.cmsdca.gov>.

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