

Can't Remember the Last Time You Used a Phone Book? It's Time to Opt Out

Fifteen years ago, phone books were a valuable source of information. Today, however, an increasing number of Americans are turning to online search engines while their phone books sit unused. Unfortunately, the companies that produce yellow pages haven't kept up with this trend – most residents continue to receive phone books on their doorsteps, sometimes multiple times per year!

Unwanted phone books are a nuisance and a waste of resources. Virgin paper production for phone books in the U.S. uses an estimated 4.68 million trees worth of wood fiber annually – that's a forest the size of 14 football fields every single day.

That's why New Bedford Recycling is joining the Product Stewardship Institute in the #GetOffMyDoorstep campaign. We're standing united to encourage residents to take 3 minutes to opt out of getting a phone book.

Here's how you can opt out today:

1. Visit yellowpagesoptout.com
2. Enter your zip code and create an account
3. After completing registration, click "opt out of or order directories"
4. Choose "opt out of all" option, then "save changes" and hit CONFIRM

Recycling Office phone: (508) 979-1493; email: recycling@newbedford-ma.gov