



**Media Contacts:**

Scott Cassel, Product Stewardship Institute, Inc. – (617) 236-4822, [scott@productstewardship.us](mailto:scott@productstewardship.us)

## ***Local Initiative to Stem the Tide of Unwanted Holiday Catalogues***

**December 13** –Residents in Brookline and Cambridge now have a new way to simplify the holidays – by saying no to the deluge of holiday catalogues filling their mailboxes.

Owing to a collaboration between the Boston-based Product Stewardship Institute (PSI), the Town of Brookline, and the City of Cambridge, residents can now opt-out of receiving catalogues with a few easy clicks through dedicated town websites at <https://cambridge.catalogchoice.org> and <https://brookline.catalogchoice.org>. (Residents from other communities can visit [www.catalogchoice.org](http://www.catalogchoice.org))

As residents look for ways to simplify the hectic holiday season, reducing clutter and saying no to unwanted mail can be an easy first step. As consumers move toward online shopping, the piles of unread sales catalogues are not only a nuisance, but also a waste of paper and natural resources. According to the US Postal Service, advertising mail represented 59 percent of all household mail in 2010. However, according to that same report, only 51% of Americans “usually read” the catalogues they receive.

Since August 1, 2011, Brookline and Cambridge have participated in a larger national movement aimed at reducing paper waste of all kinds, including catalogues, phone books, magazines, and other unwanted mail. Over 5,000 households in Brookline and Cambridge are already participating in the opt-out program, but organizers are hoping to see wider community participation.

Local students are also getting involved. At The Park School in Brookline, students are leading the “[Catalog Canceling Challenge](#)” to raise awareness and encourage residents to use the opt-out sites to conserve natural resources. The movement has now grown to schools and troops in over 22 states. “The kids I’ve worked with are passionate about trying to do something to make a difference,” said Ted Wells, a 4<sup>th</sup> grade teacher at The Park School. “Preventing needless waste has been empowering for them. These kids really care, and this is a problem they want to help fix.” Mr. Wells has developed a [toolkit of resources](#) including student videos other teachers can share with their students.

“By opting-out of unwanted mail, residents are taking tangible steps to reduce paper waste, save taxpayer money, and conserve natural resources” said Scott Cassel, PSI’s Founder and Chief Executive Officer. “The Catalog Choice registry provides residents with an easy way to make the holidays a little greener.”

The Brookline and Cambridge opt-out registries are made possible by a grant from the Massachusetts Department of Environmental Protection.

***About the Product Stewardship Institute:*** *The Product Stewardship Institute, Inc. (PSI) is a national nonprofit environmental institute with membership from 47 states, more than 200 local governments, and more than 75 businesses, organizations, universities, and non-U.S. governments. PSI establishes cooperative agreements to reduce the health and environmental impacts from consumer products. For more information: [www.productstewardship.us](http://www.productstewardship.us).*