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EARTH DAY Rx: SLOW GLOBAL WARMING BY STOPPING JUNK MAIL

JUNK MAIL CONSUMES MORE ENERGY THAN 2.8 MILLION CARS

Ferndale, Mich. — With growing public concern about climate change and the health of the planet, 41 Pounds offers a quick, easy and effective way that everyone can make a difference: stop junk mail! The energy used for junk mail each year creates more greenhouse gas emissions than 2.8 million cars. And, it wastes 28 billion gallons of water and 100 million trees! Junk mail is more than a personal nuisance, it's an environmental hazard.

The 41 Pounds service will stop your junk mail for five years by contacting dozens of direct mail companies to remove your name from their marketing lists. This includes almost all credit card applications and coupon mailers, plus any catalogs you specify. 41 Pounds also will donate more than 1/3 of the \$41 fee to an environmental or community organization of your choice! To sign up, go to www.41pounds.org.

41 Pounds supports non-profit organizations working for a healthy environment and healthy communities. These partners include American Forests, Trees for the Future, WildWest Institute, Friends of the Urban Forest, Habitat for Humanity (East Bay), Center for a New American Dream and others.

Each household that reduces its junk mail for five years will prevent 460 pounds of carbon dioxide from being released into the atmosphere – and gain 8 hours of free time!

- The average adult receives 41 pounds of junk mail per year.
- More than 100 million trees are destroyed each year to produce junk mail.
- Americans waste about 8 hours a year dealing with junk mail.

Three brothers -- Sander DeVries, Tim Pfannes and Shane Pfannes -- started 41 Pounds as a community service project in addition to their regular jobs.

"We're surprised and pleased at how quickly it's catching on," said 41 Pounds co-founder Sander DeVries. "41 Pounds is like the national 'do not call' list, but for your mail. We contact the direct marketing companies around the country to get your name off their lists and make sure you're no longer deluged by junk mail."

"41 Pounds appreciates the growing concern about climate change, and they've provided a simple, easy step people can take to have a positive impact," said Deborah Gangloff, Executive Director of American Forests.

To sign up or learn more, go to www.41pounds.org.

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