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GIVE YOUR MOM THE GIFT OF TIME – STOP HER JUNK MAIL

SHE SPENDS ABOUT 70 HOURS A YEAR DEALING WITH JUNK MAIL!

Ferndale, Mich. - On Mother's Day, Americans will spend close to \$13.8 billion on cards, flowers, candy, jewelry, spa packages and brunches for their moms, but when surveyed, most moms said they just want time.¹ A creative way to give your mother some time off – and reduce an annoyance in her life -- is to stop her junk mail with a service called 41 Pounds. www.41pounds.org

41 Pounds will stop a household's 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 the catalogs you specify. 41 Pounds also will donate more than 1/3 of the \$41 fee to an environmental or community organization you choose! To sign up, go to www.41pounds.org.

In addition to giving your mom some much-needed free time, you will also help her feel great about helping the environment:

- Creating and shipping junk mail produces more greenhouse gas emissions than 2.8 million cars. That's a big impact on climate change!
- More than 100 million trees are destroyed each year to produce junk mail.
- Junk mail wastes 28 billion gallons of water each year.

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

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."

According to Joan Blades & Kristin Rowe-Finkbeiner, authors of "The Motherhood Manifesto: What America's Moms Want - and What To Do About It," one of the greatest stresses on today's mothers is lack of time to squeeze everything in. The 41 Pounds service is an easy way to give mothers an extra hour every week, reduce her clutter – and have her feel good about helping the environment.

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

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¹ CareerBuilder.com, Mother's Day Survey 2006.