

# EUREKA! RECYCLING

Eureka Recycling is a nonprofit organization, created by the Saint Paul Neighborhood Energy Consortium, that specializes in recycling and waste reduction and manages Saint Paul's recycling program. Our mission is to reduce waste today through innovative resource management and to reach a waste-free tomorrow by demonstrating that waste is preventable not inevitable. We believe that our resources are valuable—like gold—and our goal is to provide you with an opportunity to conserve them.

Updated Spring 2002

## Reduce Unwanted Mail In 3 Easy Steps!

### Step 1: Remove your name from mailing lists.



**Mail the enclosed postcard to the Mail Preference Service.** This will remove your name from about 75% of all national lists and will significantly reduce the amount of advertising mail you receive. When you register with the Mail Preference Service, Direct Marketing Association members agree not to sell or trade your name or use your name when marketing services and products.

The Mail Preference Service records are updated quarterly (in January, April, July, and October) so it will take one to four months before you will notice a reduction in mail. You will need to reregister with this service every five years or when your address changes.

**Call 1-888-5-OPT-OUT** (1-888-567-8688) to remove your name from national credit bureau lists that are purchased for credit card solicitations. This toll-free, 24-hour number is sponsored by four national credit bureaus (Equifax, Experian, Trans Union, and Innovis) and enables you to opt-out of all pre-approved credit offers with just one telephone call. You will need to give your address, former addresses for two years and your social security number.

For more about Eureka Recycling's services and FREE information, contact:

**EUREKA!  
RECYCLING**

624 Selby Avenue | Saint Paul, MN 55104

**Recycling Hotline**

**(651) 222-SORT (7678)**

TTY for the hearing impaired (651) 221-9832

FAX: (651) 221-9831

[www.eurekarecycling.org](http://www.eurekarecycling.org)

**Call other opt-out lines** for the following national list brokers to remove your name from additional, non-credit related mailing lists:

**Equifax Opt-Out Program:** 1-800-873-7655

**Experian Consumer Services:** 1-800-407-1088

**Call the following organizations directly** and ask them to remove your name from their lists. Each company will handle its contact lists differently. Make sure to note how long your name will be removed from their lists and when you need to contact them again.

**American Express:** 1-800-297-8378

**Val-Pak Coupons:** 1-800-661-0959

**ADVO (mail with pictures of missing children):** 952-929-1441

**America Online Free Disks:** 1-800-827-6364

**Publisher's Clearinghouse:** 1-800-645-9242

**Carol Wright:** 1-732-287-8833

## Step 2: Send back unwanted mail.

When you get unwanted mail with a prepaid return envelope, write **“Take me off your mailing list,”** on the page listing your address and send it back in the return envelope.

Look for toll-free numbers on catalogs and other advertisements. Call these numbers and request to be taken off their mailing lists.

If there is no return envelope or toll-free number, mail the enclosed postcards to the sender to be removed from their mailing lists.

## Step 3: Stop unwanted mail before it starts.

There are many ways your name can be added to mailing lists. Here are some ways to avoid getting on lists in the first place.

- € Don't fill out manufacturer warranty cards. You are covered by the warranty whether you return them or not. Most of these cards are used to get your name on mailing lists.
- € Watch out for contests and free offers. Generally, the purpose is to sell you something or use your name on a mailing list.
- € When you fill out credit card applications, make a donation or fill out any forms that require your name and address, write in large letters **"Do not sell, rent or trade my name or address."**

Contact the organizations and companies where you have accounts and request only the mail you want to receive.

- € If you donate to charitable organizations once a year, ask them to send you only one request annually.
- € Your credit card company may be selling your name to other organizations. Call them and request that they do not sell your name or address.
- € If you order from catalogs, call the toll-free number to request only as many issues as you want to receive.

