

News from:



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New Public Service has Already Prevented Waste and Emissions

In just one month (September 13 – October 13, 2011) 132 households and businesses have taken advantage of a free national registry to stop more than 3,000 pounds of unwanted advertising mail per year. ecomaine, a municipally owned waste and recycling facility serving 43 Maine communities, reports that it's new partnership with Catalog Choice, is off to a great start.

Troy Moon, board member and chairman of ecomaine's recycling committee, said, "After just one month of on-line registrations, 132 households, combined, have prevented the production of 9,523 pounds of carbon dioxide a year and saved 22,906 gallons of water a year."

Ron Dyer, director of the Bureau of Remediation & Waste Management at the Maine Department of Environmental Protection, said, "On behalf of the department, I applaud ecomaine for their leadership in partnering with the Catalog Choice for Communities program and engaging citizens in being stewards of sustainability and offering them the tools that make meaningful action toward reducing their environmental impact accessible. If just 10 percent of the households in ecomaine's 43 communities sign-up for this service, each year we would see more than 12 million pieces of junk mail stopped at the source."

Communities that own or use ecomaine services can register and select which advertising mail they no longer want to receive by visiting the www.ecomaine.org home page. The free service is available to businesses as well as households.

Moon explained, "Catalog Choice is secure and does not reveal any personal information whatsoever, but does track quantities by zip code to help us determine success of the effort." Through that record ecomaine knows the five Maine zip codes which, in the first month of the campaign, have prevented the most pounds of waste and emission per year:

1. 04103 (Portland)
2. 04105 (Falmouth)
3. 04102 (Portland)
4. 04074 (Scarborough)
5. 04101 (Portland)

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ecomaine and Catalog Choice are both nonprofit entities.