



TOWN OF LOS GATOS

Civic Center
110 E. Main Street
Los Gatos, CA 95030

Press Release

FOR IMMEDIATE RELEASE

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For information contact:

Christy Wolter

Parks & Facilities Superintendent

Town of Los Gatos

(408) 399-5770

www.losgatosca.gov

THE TOWN OF LOS GATOS IS HELPING THE COMMUNITY CONTROL UNWANTED MAIL

Los Gatos, CA - More than 100 billion pieces of unsolicited mail are received by Americans each year. To combat unwanted mail, the Town of Los Gatos has joined forces with communities across the country to debut a zero-waste initiative that will allow consumers to stop unwanted phone books, catalogs, coupons and credit card solicitations at the source. The free service, designed by Catalog Choice, will help Los Gatos shed millions of pounds of waste and thousands of dollars in costs—one mailbox at a time. Los Gatos residents and businesses can sign up for the mail preference service beginning today at <https://losgatos.catalogchoice.org>.

Catalog Choice is hosting <https://losgatos.catalogchoice.org> as a special portal for area residents, where they can sign up to control the amount and scope of unsolicited mail received—eliminating unnecessary waste. The Town will receive detailed reporting on local participation by zip code, including solid waste diversion and environmental benefits.

Catalog Choice connects 1.3 million consumers nationwide with 4,000 direct-mail companies to fine-tune mailing lists. “The Town of Los Gatos is pleased to offer Catalog Choice to our community. By using this service, residents and business owners will have the ability to easily reduce unwanted junk mail while helping the Town achieve our solid waste diversion goals,” stated Los Gatos Mayor, Steve Rice.

Los Gatos joins San Jose, Berkeley and many other California cities in this partnership with Catalog Choice.

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Cc: Town Council
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