

Yellow Pages Goes Green: Opting Out of Phone Book Delivery is Vital For Consumers and Environment

Companies which print paper books are burning 3.2 kilowatt of electricity per hour and wasting over 7,200,000 barrels of fossil fuel.



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STATES, August 30, 2018 /EINPresswire.com/ -- YellowPagesGoesGreen.org ("YPGG"), a telephone directory at the forefront of the environmentally-conscious "Green" movement, is announcing the greater-than-ever need to participate in the national "out-out" movement regarding unwanted home delivery of print telephone directories. With a vast array of digital and internet-

based alternatives available to consumers to consult to get the information they need, the very concept of the traditional phone book is a relic best consigned to history's garbage heap, and [opting out of its delivery](#) is not only a great way to reduce clutter in your life, but to also safeguard the environment as well.



We believe that you shouldn't have to bear the cost of recycling something you didn't ask for in the first place. If we want a phone book, we'll ask for one."

Michael Keegan

An innovator in digital business and [telephone directory listings](#) and an advocate for staunch environmentalism, YellowPagesGoesGreen.org is a cutting-edge website that delivers over 28.5 million up-to-the-minute Yellow Page

listings and over 200 million White page listings throughout the United States. In addition, YPGG is a pioneer in the national phone book "opt-out" movement that seeks to abolish obsolete print telephone directories that are not only out-of-date by the time they land on doorsteps, but find themselves clogging landfills by the millions shortly thereafter.

Every year, thousands upon thousands of phone books land upon the stoops of people who almost never even crack them open once, as their needs in that regard are already fulfilled by any number of digital alternatives, such as YPGG, easily and instantly accessible via devices such as smartphones, tablet computers, and laptops, just to name a few.

However, despite the uselessness of phone books in this day and age, much of the populace is unaware of the option to opt-out of their delivery; they instead simply accept these clumsy and out-of-date tomes as a part of everyday life that they've always known. But if they took a moment to see how destructive they are – in addition to how unnecessary – they would likely be far more inclined to take the simple step of opting out of their delivery once and for all by visiting YPGG's website: <https://www.yellowpagesgoesgreen.org/opt-out.php>. Once there, it's just a matter of clicking the "opt-out" button and following a few easy steps to forever sever yourself from print phone directory delivery, stopping the unsolicited delivery of 540 million books per year.

Opting out of phone book delivery can help the Earth in many ways. First, it helps conserve energy, as the companies that print them are burning up 3.2 kilowatt of electricity per hour and wasting over 7,200,000 barrels of fossil fuel, in addition to many other finite natural resources.

Secondly, opting out also helps to save trees, as already over 19,000,000 of them have been gobbled up to serve the publishing needs of phone book companies. Thirdly, phone books are expensive and difficult to recycle – on the rare occasions that the average person even bothers to do so – due to the specific nature of the paper fiber used. And finally, opting out saves the consumer time, as using online alternatives such as YPGG makes it far easier for them to find up-to-date-listings for people and businesses, doing in mere moments what would take far, far longer with an actual physical book.

"YellowPagesGoesGreen.org isn't against the telephone books themselves, but the unwanted delivery of five pounds of paper to people's doorsteps," said YPGG CEO and President, Michael Keegan. "We believe that you shouldn't have to bear the cost of recycling something you didn't ask for in the first place. If we want a phone book, we'll ask for one."

As you can see, [opting-out of home delivery of print telephone directories](#) makes sense in every conceivable way that you could look at it. It saves time, it's more efficient, and it's best for the planet. Opt out today and do your part to make the Earth a cleaner, greener place for us all to live.

Yellow Pages Directory Inc., owner of both YellowPagesGoesGreen.org and PaperlessPetition.org, offers an environmentally-friendly Web-based alternative to paper telephone directories while providing a simple and convenient mechanism for customers to opt out from the receipt of printed yellow books. Both web sites have been instrumental in promoting opt-out awareness across the United States over the past several years, and allowing users to reduce their own environmental footprints in the process. Yellow Pages Directory Inc. has also taken steps to reduce its own impact on the environment through the use of the most up-to-date and energy-efficient web-hosting services available.

For more information please visit <http://www.YellowPagesGoesGreen.org>.

JOHN COLASCIONE
SEARCHEN NETWORKS INC.
6315877050
email us here

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