

## REDUCING UNWANTED MAILINGS

Direct mail and catalogs are effective marketing tools. However, if you or your business is getting more than you want, see the following links for ways to reduce unwanted mail.

**Catalog Choice:** (<http://www.catalogchoice.org/>). This site provides the opportunity to eliminate catalog mailings and the chance to retain catalogs you want to keep receiving.

**Do-it-Yourself:** Stop junk mail, email and phone calls, (<http://www.obviously.com/junkmail/>). This site contains a long list of resources to reduce direct mail, e-mail and phone calls.

**Stop the Junk Mail:** (<http://www.stopjunk.com/>). The Consumer Research Institute in Ithaca, New York, will send you a kit for a small fee to help you reduce direct mail.