

# News Release



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## **Yellow Pages Industry Honors America Recycles Day, Launches Yellow Pages Association “Yellow is Green” Web Site**

*Online Resource Provides Phone Book Recycling Tips and  
Information on Yellow Pages Environmental Initiatives*

**Berkeley Heights, N.J. (November 15, 2007)** – Just in time for America Recycles Day, the Yellow Pages Association™ (YPA™) is going green, launching a “Yellow is Green” Web site at <http://www.ypassociation.org/environmental> that will serve as the source for Yellow Pages industry environmental news.

Along with its members – which include paper manufacturers, printers and publishers – YPA is encouraging consumers to recycle outdated phone books, which are used to produce insulation, ceiling tiles, paper towels, grocery bags, pet bedding and cereal boxes.

YPA’s “Yellow is Green” Web site, will feature an FAQ with information on the Yellow Pages industry’s environmental initiatives, a news section with environmental media coverage and member articles, a resource section with recycling tips and an events section with community recycling events.

Additionally, the Web site offers five tips for consumers to recycle or get information about recycling their outdated directories:

1. Check your local phone book for recycling information, usually in the front or back;
2. If curbside recycling is offered in your community, recycle Yellow Pages directories by putting them in your curbside bin;
3. If curbside recycling is not an option, visit your county’s solid waste department’s Web site for recycling information;
4. Contact your local Yellow Pages publisher for phone book recycling drop-off locations; and
5. Visit <http://nrc-recycle.org/recycling101.aspx> for recycling tips from the National Recycling Coalition.

According to an American Forest & Paper Association 2005 study, 56 percent of the U.S. population (148 million people) has access to curbside recycling. Additionally, the Environmental Protection Agency estimates that while 75 percent of what Americans throw away each week could be recycled, only 25 percent ends up being recycled.

“The Yellow Pages industry takes environmental issues very seriously, and our paper manufacturers, printers and publishers collaborate to develop recyclable advertising products. The YPA ‘Yellow is Green’ Web site highlights these efforts,” said Neg Norton, president of YPA “We encourage all consumers to work with us to increase the number of directories recycled each year.”

For more information, please visit YPA’s “Yellow is Green” Web site at <http://www.ypassociation.org/environmental>.

#### **About The Yellow Pages Association**

Originally founded in 1975 as the National Yellow Pages Service Association (NYPSA), the Yellow Pages Association (YPA) is the largest trade organization of a print and digital media industry valued at more than \$26 billion worldwide (\$14 billion in the U.S.). Association members include Yellow Pages publishers, who produce products that account for almost 90 percent of the Yellow Pages revenue generated in the U.S. and Canada. Members also include the industry's international, national and local sales forces, certified marketing representatives (CMRs) and associate members, a group of industry stakeholders that include Yellow Pages advertisers, vendors and suppliers. The Association has members in 32 countries.

Neg Norton is president of the Association. David Swanson, chairman and CEO of R.H. Donnelley Corporation, is the chairman of the board of directors. YPA board member companies include Ambassador Publications, the Association of Directory Marketing, AT&T Advertising & Publishing, DataNational/Volt Directory Systems, Idearc Inc., Marquette Group, R.H. Donnelley, RR Donnelley, Wahlstrom Group and Yellow Pages Group.

The Yellow Pages medium provides a powerful return on investment for advertisers and can serve as the cornerstone of an integrated advertising media mix. For more information, please visit the YPA Web site at [www.ypassociation.org](http://www.ypassociation.org) or call (908) 286-2380. To learn more about Yellow Pages advertising, visit [www.buyyellow.com](http://www.buyyellow.com). For a Who's Who of Internet Yellow Pages and search engines, visit [www.localsearchguide.org](http://www.localsearchguide.org).

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