



The Center for a New American Dream
*Helping People Consume Responsibly
For Our Families and the Planet*

This short letter offers instructions on how you can greatly reduce the amount of junk mail you receive.

Our junk mail campaign is one of many Center programs that help Americans to make a positive difference for themselves, for the environment and for our communities. Here at the Center for a New American Dream, we provide people with the tools they need to make simple changes that are good for the environment *and* improve the quality of their lives.

If you have web access, please visit our website www.newdream.org/junkmail. Once there, you'll find a form that automatically generates letters letting direct marketers know that you'd rather not receive junk mail. Simply fill out the forms, print the letters, sign them and mail!

If you don't have easy access to the web, you can write a short note to the following organizations:

Mail Preference Service	Polk "Opt-Out Program"
Direct Marketing Association	List Order Services
PO Box 282	1621 Eighteenth Street
Carmel, NY 10512	Denver, CO 80202

Make sure your letter or postcard contains the following:

1. a request to the effect of "Please take my name off all marketing lists. Here is the information you requested:"
2. your first, middle and last name, current mailing address, and your phone number
3. your signature (over, please)

OTHER TIPS TO REDUCE JUNK MAIL

- To eliminate all those unsolicited "pre-approved" credit card offers, call toll-free 888-5OPT-OUT (567-8688), select "remove name permanently," and leave required information.
- Call unwanted catalogs and ask to be taken off their mailing lists.
- Whenever you order a product or otherwise share your address, always remember to say, "Please do not sell, rent, or trade my name."

Thanks again for participating in our junk mail campaign. Together, we're not only reducing hassle in our own lives and saving trees, but we're encouraging direct marketers to rethink their policies.

Reducing junk mail is only the tip of the iceberg. The Center for a New American Dream offers loads of other practical suggestions on how to free up time, money and personal energy and protect the environment at the same time. To learn more about the Center, please check out our website at www.newdream.org or call us at 877.68.DREAM.

True to our principles, we don't use junk mail to grow our membership. Instead, we depend on word of mouth. We're determined to show that a national environmental non-profit organization can grow and thrive without using junk mail, and we could use your help. So, if you like what we're doing, please spread the word! Better yet, please join!

P.S. After completing these steps, it will take about three months for you to notice a significant decrease in the junk mail you receive. Thanks and have a great day!