

## **PRESS RELEASE: 2013 Project ReDirectory Results**

### **NEARLY 40 TONS OF OUTDATED PHONE BOOKS COLLECTED DURING SIXTH ANNUAL PROJECT REDIRECTORY® RECYCLING SCHOOL CHALLENGE**

#### **Greenbriar Elementary Wins Top Cash Prize and City-County Council Recognition**

INDIANAPOLIS, Feb. 24, 2014 - With over seven tons of old phone books collected, Greenbriar Elementary School outdistanced ten other area schools to take first place in the sixth annual YP Project ReDirectory® phone book recycling school challenge.

Greenbriar collected 7.33 tons of directories, followed closely by Sunnyside Elementary School with 7.12 tons. Fortville Elementary came in third place collecting 4.29 tons. Greenbriar won the top cash prize of \$600, Sunnyside won \$400, Fortville won \$200, and the other 8 participating schools won \$100 each.

"Congratulations to the Greenbriar Elementary students on a job well done!" said Angela L. Mansfield, Indianapolis City-County Councilor. "These hard working students have demonstrated their community commitment to recycling by going door to door collecting old phone books and winning the Project ReDirectory competition for the fourth time."

A total of nearly 40 tons of old phone books was collected this year by the schools and Republic Services locations. Republic Services donated the recycling containers and services.

Prizes totaling \$2,000 were awarded by YP, who operates the largest local search and advertising company in the United States, and is the publisher of the Indianapolis YP Real Yellow Pages directory.

The results from this year's Indianapolis YP Project ReDirectory® phone book recycling challenge are:

<b>School</b>	<b>2013 Weights</b>	<b>Prizes</b>
Greenbriar Elementary	7.35 tons	\$600
Sunnyside Elementary	7.12 tons	\$400
Fortville Elementary	4.29 tons	\$200
Paul I. Miller Elementary #114	2.86 tons	\$100
Southport High School	2.35 tons	\$100
Bunker Hill Elementary	1.93 tons	\$100
Fox Hill Elementary	1.88 tons	\$100
Jonathan Jennings Elementary #109	1.65 tons	\$100
Decatur Central HS Choice Academy	1.55 tons	\$100
Northview Middle School	1.07 tons	\$100

Herron High School

0.89 tons

\$100

Greenbriar Elementary School will represent all participating schools by being recognized at the Feb. 24 Indianapolis City-County Council meeting when Councilwoman Angela Mansfield reads a resolution honoring the students for their efforts in the sixth annual Indianapolis YP Project ReDirectory® phone book recycling program. The council meeting begins at 7 p.m.

"The Indiana Recycling Coalition is pleased to continue our support of this program which motivates students to recycle and creates a more sustainable Indianapolis," said Carey Hamilton, executive director, Indiana Recycling Coalition.

YP was proud to assist the other organizations in developing and implementing the program.

"YP's award-winning Project ReDirectory® program demonstrates our strong support toward environmental sustainability," said Amy Healy, vice president-public policy and external affairs at YP. "Our participation in local school challenges such as this one in Indianapolis also helps demonstrate our commitment to the communities we serve and is consistent with our mission of helping local businesses and communities grow."

Residents who wish to limit or stop delivery of directories should visit [www.YellowPagesOptOut.com](http://www.YellowPagesOptOut.com) or call 1-866-329-7118 to submit their requests to stop the future delivery of directories from all directory publishers. Residents should note that requests take several weeks to process, so there is the possibility that changes in delivery preferences for directories approaching or currently in distribution may not be reflected until the next directory delivery cycle. The site is free and information provided through the site will not be shared with anyone other than directory publishers for the purpose of updating distribution lists.

YP Real Yellow Pages directories are made from recycled paper waste and wood fiber waste such as sawdust and wood chips left over from lumber processing operations. Residents and businesses can call YP Project ReDirectory at 1-800-953-4400 for information about recycling outdated phone books in this community.

In addition to the directory, consumers are encouraged to use [www.YP.com](http://www.YP.com) and [www.RealPagesLive.com](http://www.RealPagesLive.com) to access business, government and residential listings.

#### *About the Indiana Recycling Coalition*

The Indiana Recycling Coalition (IRC) is a not-for-profit 501(c)3 organization that was formed in 1989 to support waste reduction, reuse, composting and recycling activities in Indiana. The IRC's members include state and local governments, business, industry, not-for-profits and individuals. Visit the IRC website at [www.indianarecycling.org](http://www.indianarecycling.org).

### *About Republic*

Republic Waste Services maintains its position as a pillar of the Central Indiana business community by providing excellent service and investing in great people and technology. Operating with integrity, honoring our commitments to our customers and our people, has been rewarded with consistent growth. We are Central Indiana's largest and most experienced recycling service provider, serving businesses and residential communities on our little corner of the planet since 1969.

### *About YP*

YP is a multi-billion dollar business operating the largest local search and advertising company in the United States. YP's flagship consumer brands include the popular [YP app](#) and YP.com, which are used by more than 70 million visitors each month\*, and The Real Yellow Pages® directory. For Advertisers, YP is the leading local advertising solution to connect with the right consumers online, on mobile or in print. For more information on YP, visit us at <http://corporate.yip.com>