



Contact:
Laura Cole
The Berry Company
402-429-4353
laura.cole@theberrycompany.com

For Immediate Release

THE BERRY COMPANY'S ANNUAL RECYCLING PROGRAM 'THINK YELLOW, GO GREEN' BENEFITTING NEIGHBOR ISLAND SCHOOLS KICKS OFF ON EARTH DAY

HONOLULU, HI (April 22, 2014) – The Berry Company, publisher of the Official Hawaiian Telcom Yellow Pages, is partnering with schools on the islands of Hawaii, Kauai, Lanai, Maui and Molokai to launch *Think Yellow, Go Green*, the company's telephone directory recycling program. The sixth annual program kicks off Earth Day, April 22, through the end of May, and runs concurrent to the 2014 Hawaiian Telcom Yellow Pages directory delivery on the neighbor islands.

Local schools on each island will compete to collect the most outdated telephone directories, and keep the directories out of landfills through recycling. The schools have the opportunity to win cash prizes for their students' participation in the program, and award amounts vary based on the school's location.

"The *Think Yellow, Go Green* program is launching on Earth Day, which is an ideal time to teach students across the neighbor islands about the importance of recycling and giving reusable materials new life," said Ray Carulli, branch manager of Berry's Hawaii division. "We're grateful for the support from the local community for the past six years, and we hope to make 2014 our most successful program to date."

Berry is also partnering with local food banks, including Hawaii Foodbank, Hawaii Foodbank – Kauai Branch, The Food Basket and the Maui Foodbank, to host a community food drive. By using the recyclable directory delivery bags, Berry encourages the community to fill the bags with nonperishable food items and donate to the local food banks.

"Our school is proud to participate in the *Think Yellow, Go Green* phone book recycling initiative again this year," said Stacy Woodson of Maui High School. "It raises awareness among the student body and throughout the entire school community about the difference we can make in protecting our local environment, and that each outdated directory recycled contributes to a greener community."

After the close of the school contest, the recycled telephone directories will be shipped to Oahu for recycling. Hawaiian Telcom Yellow Pages are 100 percent recyclable. For more information about

the recycling program, including drop-off locations and hours, as well as a list of the participating schools and food banks, visit ThinkYellowGoGreen.com.

Consumers throughout the Hawaiian Islands use multiple sources when they are looking for local products and services, according to a Booth research study conducted last year in Hawaii. A large number of consumers turn to the Yellow Pages, in addition to other online, social and mobile sources for local search. The Berry Company has transformed its approach to help advertisers ensure they are accessible wherever consumers are searching. The company's legacy is in print directories but it also provides online directories, web sites, search engine marketing, video and more.

ABOUT THE BERRY COMPANY: The Berry Company, LLC, is a leading provider of local online, search, video and print solutions. Its local leads experts help over 130,000 businesses in 50states market their businesses to local consumers. As an authorized reseller of YP.com™ in all of its markets, The Berry Company provides its clients with online listings and video advertising through this leading national Internet Yellow Pages site. The company is a Google™ Qualified Company, offering Google AdWords and other solutions to its clients.

Since its founding more than 100 years ago, The Berry Company has offered exceptional service, local market expertise and a strong portfolio of solutions. For more information, please visit <http://www.TheBerryCompany.com>.

To stop the delivery of any print directory, or reduce the number of directories you receive, please go to www.yellowpagesoptout.com.

###