



Contact:
Pat Nichols, Berry
303-949-9672
Pat.Nichols@localinsightmedia.com

For Immediate Release

NEW HAWAIIAN TELCOM YELLOW PAGES DIRECTORIES IN DELIVERY; ANNUAL DIRECTORY RECYCLING PROGRAM KICKS OFF JANUARY 20 *Oahu Residents Challenged to Beat Last Year's Directory Recycling Record*

OAHU, HI. (January 9, 2012) – [The Berry Company](#), LLC, publisher of the Hawaiian Telcom Yellow Pages, today announced that residences and businesses in Oahu have started to receive the new 2012 directory, which features advertising representing more than 25,000 local businesses. Concurrently with the delivery, the company also announced the launch of its annual *Think Yellow, Go Green* recycling campaign.

For more than five years, Hawaiian Telcom Yellow Pages and Berry have been dedicated to keeping directories out of landfills by hosting the annual *Think Yellow, Go Green* recycling program. Over the past three years, Oahu and other communities across Hawaii have responded, collecting more than 300 tons of outdated directories for recycling.

"We are extremely pleased with the level of local participation in our recycling campaigns and encourage the community to drop off their outdated directories at local malls beginning January 20," said Ray Carulli, client services regional director of The Berry Company in Oahu. "Every year we strive to set the bar a little higher, and I am confident we can make 2012 our biggest collection to date."

Volunteers from the Lokahi Giving Project will staff the drop off locations from 10 a.m. – 4 p.m., Friday – Sunday, for four consecutive weekends.

"We look forward to working on *Think Yellow, Go Green* all year long," said Mariellen Jones, executive director of the Lokahi Giving Project. "This program benefits our entire community and the Lokahi Giving Project is pleased to be a part of it."

At the conclusion of the campaign, West Oahu Aggregate, a specialist in waste management solutions, will transport the outdated directories for recycling.

"*Think Yellow, Go Green* is a great example of a public/private sector partnership dedicated to reducing waste and promoting recycling in our community," noted Carulli. "We are pleased to work together again this year to divert directories from the landfill and extend their functional use."

OAHU THINK YELLOW, GO GREEN RECYCLING CAMPAIGN SCHEDULE:

Time:

10:00 a.m. - 4:00 p.m.

Dates:

Friday, Jan. 20 - Sunday, Jan. 22

Friday, Jan. 27 - Sunday, Jan. 29

Friday, Feb. 3 - Sunday, Feb. 5

Friday, Feb. 10 - Sunday, Feb. 12

DROP OFF LOCATIONS

Ward Centers

1050 Ala Mona Blvd.

Honolulu, Hawaii 96814

* The container will be located next to the Trolley Stop on Auahi Street, outside of Pictures Plus.

Windward Mall

46-056 Kamehameha Highway

Kaneohe, Hawaii 96744

*The container will be located on Haiku Road near the Kamehameha Highway intersection, on the corner of the lot between Macy's and Sears.

Kahala Mall

4211 Waialae Avenue, Suite 33

Honolulu, Hawaii 96816

*The container will be located near the Trolley Stop on Kilauea Ave., across from Macy's.

Town Center of Mililani

95-1249 Meheula Parkway, Suite 193

Mililani, HI 96789

*The container will be located behind Consolidated Theaters next to Tesoro Gas Express, near the Reynolds Recycling location.

Bulk Drop-Off

To arrange for a bulk pick up, please call (808) 833-2018.

In 2011, Berry won the prestigious national Communitas Award for "Green Initiatives" for its *Think Yellow, Go Green* program. This year, Berry wants *Think Yellow, Go Green* to generate the highest collection total to date. For a list of participating drop-off locations or to find more information about the recycling program, visit

ThinkYellowGoGreen.com.

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 200,000 businesses in 41 states 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.BerryMeansBusiness.com>.

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

###