

## **GS Marketing Encourages Recycling**

**Houston, TX, (April 3, 2009)** – GS Marketing announced today the use of The Direct Marketing Association (DMA) “Recycle Please” logo for all of their direct mail communications. This represents the first step in GS Marketing’s “Going Green” initiative for 2009. A second step will include using Forest Stewardship Council certified paper beginning this year on a smaller scale before being expanded to all communications by the end of 2010.

It is hoped that the logo will encourage consumers to recycle their direct mail, often times made of mixed paper that ends up in the trash. According to a recent survey by the American Forest & Paper Association at least 61 percent of the U.S. population has access to recycling for catalogs and mixed paper.

“We are pleased to partner with the DMA on this initiative and we hope to encourage not only more recycling today, but for years to come,” said Manny Garza, vice president of marketing and sales strategy. “We are in a unique position of communicating regularly with consumers and we hope this simple reminder will lead to not only more recycling of our collateral, but also help to produce a more environmentally conscious public overall.”

GS Marketing is a full service direct marketing company with 20 years of experience marketing products and services for automotive dealerships and dealer groups. Last year it produced close to 42 million pieces of direct mail.

