



## Your Free Monthly Shred News! February 2018

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As the leader in information management, destruction and medical waste disposal, we continue to set ourselves apart from the competition by offering our clients piece of mind combined with the very best service.

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### Tax Season Clean Out Special!

**15% Off Shred Purge  
of 30 Boxes or More!**



How long do you really have to keep those documents?  
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## Upcoming Shredding Events

Mark your calendar for some upcoming community shred days in and around Bowling Green.



### Community Shred Event

Location

Lyon-Dewitt-Berry Funeral Home  
503 East Main Street  
Campbellsville, KY 42718

Date and Time

April 14, 2018  
9:00 AM-12:00 PM  
No cost to participate

### Hazardous Household Waste

Location

Greenwood High School  
5065 Scottsville Road  
Bowling Green, KY 42104

Date and Time

April 21, 2018  
8:00 AM-1:00 PM  
No cost to participate

- In 1967, a 30 second commercial cost about \$40,000. Today, a 30 second spot costs between \$5 million to \$5.5 million.
- 8 pounds of guacamole is consumed on Super Bowl Sunday each year.
- More than 100 million watch the Super Bowl worldwide each year.
- Super Bowl XLIV in 2010 unseated M\*A\*S\*H's series finale as the most watched show in television history with over 106.5 viewers at that time.
- The first Super Bowl ever was on January 15, 1967 between the NFL (Green Bay Packers) and AFL (Kansas City Chiefs). The score was Green Bay 35, Kansas City 10.
- On Super Bowl Sunday, Americans consume more food than any other day of the year, except for Thanksgiving.
- Many people only watch the half time show. Katy Perry's half time show in 2015 drew 118.5 viewers compared to the game's 114.4 viewers.



Source: News Day & CNN

## Scary Security Facts

Analysis of hard drives, cell phones and office copiers reveal that devices that had been "wiped clean" by owners still had a plethora of confidential and personal information. Did you know?



- Hard drives bought on the second hand market still contained personal and private information, despite the owners' actions to overwrite and erase the data?
- Even though you wipe a hard drive clean, files still remain and often contain critical information such as bank details, drivers' license and Social Security numbers as well as patient, client and customer information?
- Office copiers have an internal drive that stores every image you copy, which can put confidential and private data into the wrong hands when your copier is sold, put in the trash or returned to the leasing company?
- Even a factory reset on a cell phone does not erase all your data and allows potential hackers to access your private information when resold or sent back to the carrier?
- No method, besides physically destroying the device is 100% safe since data can still be recovered? [Click Here To Learn More & Book Your Secure Device Destruction](#)

Source: CNet

## Fun Facts about Valentine's Day!

- 141 million Valentine's Day cards are exchanged annually, making Valentine's Day the second-most popular greeting-card-giving occasion. (This total excludes packaged kids valentines for classroom exchanges.) (Source: Hallmark research)
- Over 50 percent of all Valentine's Day cards are purchased in the six days prior to the observance,

making Valentine's Day a procrastinator's delight.  
(Source: Hallmark research)

- Men spend almost twice as much on Valentine's Day as women do. This year, the average man will spend \$156, while the average woman will only spend \$85. (Source: Wise Bread)
- How do Americans celebrate Valentine's Day? U.S. Census Bureau has the answer:



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Greeting Cards	65%	Plush	21%
Date Night	44%	Other Gifts	17%
Candy	38%	Perfume/Cologne	12%
Flowers	32%	Jewelry	11%
Gift Cards	29%		

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