

This is an article that retailers could use in their promotional materials.

Make a Cool Change with ENERGY STAR®: Recycle Your Old Fridge or Freezer

How's that energy hog?

If you have a refrigerator or freezer manufactured before 1993, you have an energy hog, so go on over and say hello.

Better yet, say goodbye!

U.S. households have 44.5 million fridges over 10 years old, 12.7 million of which are second units. Together, these inefficient appliances eat up \$4.9 billion a year in energy costs. **[Name of Retail Partner]** is partnering with ENERGY STAR's *Make a Cool Change* Campaign to encourage consumers to retire their old fridges and freezers and, when needed, replace them with new models bearing the ENERGY STAR label. Led by the U.S. Department of Energy, the campaign aims to help our country save energy, save money, and protect the environment.

A refrigerator manufactured before 1993 costs more than double to operate than a new ENERGY STAR qualified model; fridges and freezers from the 1970s cost four times more. Replacing your old unit with an ENERGY STAR qualified model is an easy way to help the environment *and* lower your energy bills.

Even if you bought your fridge or freezer in the mid-1990s, the time may be right to replace it. This is especially true if you could use a smaller model, you're thinking of remodeling, or your old unit has been unreliable. Use ENERGY STAR's [refrigerator calculator](#) to find out how much energy and money your old fridge or freezer is costing you. The savings may justify replacing it now.

When you go shopping for a new unit, look for the ENERGY STAR label. ENERGY STAR qualified models offer advanced technologies that keep your food fresher, longer. Today's sleek new models will also look as good in your kitchen as they do on your energy bill.

Don't donate or sell your old unit, lest it become someone else's energy hog. When you're ready to retire your old unit, be sure it is recycled. [If you buy a new unit, **[NAME OF RETAILER]** will recycle the old one for you.] **OR** [Visit www.energystar.gov/recycle to find a recycling facility near you.]

ENERGY STAR is a government-backed program that helps individuals and businesses save energy and protect the environment through superior energy efficiency. Learn more at www.energystar.gov.