



Celebrate Earth Day with ENERGY STAR®



Dear ENERGY STAR Partners,

This is our last call for participation in this year's ENERGY STAR Earth Day campaign in celebration of a clean energy future.

We launch next week with outreach featuring a new Earth Day video, social media, display ads and an all-day social sharing event **Friday, April 21st**, the day before Earth Day – all to encourage Americans to be part of the clean energy future and to learn more at energystar.gov/CleanEnergyFuture.

We want to make sure that our partners are aware of the opportunity to join us in this important campaign. Please see our [Earth Day Toolkit](#) for participation instructions. If you haven't yet made a commitment to participate, please do so now and we will include your company's logo on our campaign page list of participants.

For those who have already signed up, here is the run-of-show for our social sharing day.

When: Friday, April 21st, 8:30 AM EDT

What: ENERGY STAR will kick-off our all-day social celebration of the #CleanEnergyFuture by sharing our new Earth Day video (<https://youtu.be/VwgFEkArWWM>) on [Facebook](#), [Twitter](#), and [LinkedIn](#).

How: Partners are encouraged to share our video on any and all platforms you can with your audiences. Help spread the word even further by posting our own celebratory messages. Be sure to tag [@ENERGYSTAR](#) so we can find you and amplify your messages to our audiences.

We are excited to have all partners join us for Earth Day and throughout the month of April to encourage our collective audiences to support a clean energy future this Earth Day and every day. Leveraging what we have learned through consumer research, including positive interest in a clean energy transformation and trust in ENERGY STAR as a guide, we look to inspire all Americans to make energy choices that count for their family and the planet.

Reach out to us at the below email addresses with your commitment to participate or any questions.

We look forward to celebrating with you on **Friday, April 21st**.

- Utility Partners: eeaccountmanager@energystar.gov
- Retail and Manufacturer Product Partners: changetheworld@energystar.gov

Happy Earth Day!

The ENERGY STAR Communications Team



ENERGY STAR is the simple choice for energy efficiency. To manage the types of emails you receive from ENERGY STAR, visit the [subscription center](#).



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