



## ENERGY STAR® Day is October 11<sup>th</sup> Celebrate with Us!



Dear ENERGY STAR Partner,

In recognition of our shared commitment to promote equitable access to energy efficiency and a clean energy future, the Environmental Protection Agency (EPA) is pleased to announce plans for this year's **ENERGY STAR Day cause campaign on October 11<sup>th</sup>, 2023**. Please join us in this effort to help bring energy savings to underserved and low-income communities; helping all Americans **Save For Good**.

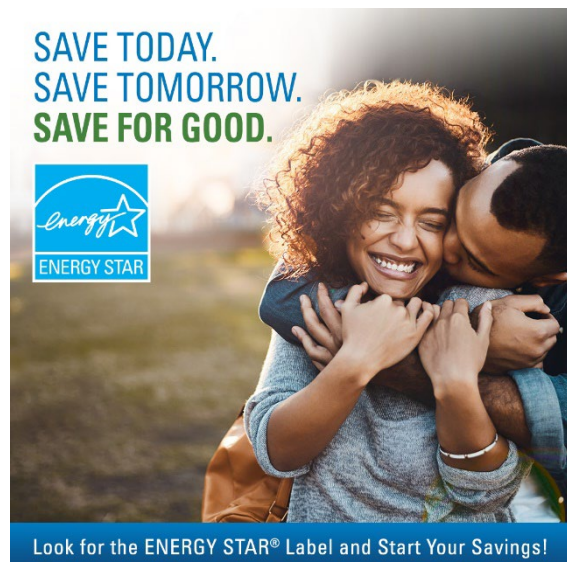
An ACEEE study revealed that low-income households pay up to three times more on home energy costs than more affluent households, representing nearly 20% of their income. Addressing this access disparity is a priority for EPA, and one we know we can address by working together with our partners.

Thank you for all your support for ENERGY STAR Day to date in advancing energy savings among all audiences as well as featuring ENERGY STAR certified products for Energy Awareness Month and Energy Efficiency Day promotions, blogs, and other consumer-facing outreach. This year we are excited to take ENERGY STAR Day to the next level with a research-informed strategy designed to reach and engage low-income audiences with energy-saving products and services and enhanced incentives provided by the Inflation Reduction Act (IRA). We've also added a new campaign element in response to partner feedback to help engage your employees in energy-saving opportunities for their homes.

### ENERGY STAR Day Employee Outreach

This year, in addition to consumer-facing communications, we encourage partners to leverage existing employee communications channels to educate your team members on ways to save energy with ENERGY STAR. By engaging sales associates, fulfillment center and plant employees, technicians, as well as administrative and field staff, you can provide valuable energy and money-saving opportunities to your employees while enhancing your commitment to energy-efficiency, sustainability, and social responsibility.

SAVE TODAY.  
SAVE TOMORROW.  
SAVE FOR GOOD.



Look for the ENERGY STAR® Label and Start Your Savings!

To support employee outreach for ENERGY STAR Day, our team has updated the ENERGY STAR Day toolkit to include templated educational messages/materials that you can download and customize for your employee outreach effort.

## [ENERGY STAR Day Toolkit](#)

The ENERGY STAR Day landing page will feature participating partners who help reach low-income audiences either through employee outreach or other initiatives. Please share your plans for participation, and we will recognize you for your contribution. We also encourage partners to join us on social for ENERGY STAR Day's social sharing event on October 11<sup>th</sup> to co-amplify our important messages of helping everyone save energy with ENERGY STAR. We are asking partners to share our ENERGY STAR Day Facebook post with your followers and we, in turn, will share your posts that feature and tag [@ENERGYSTAR](#).

Providing the benefits of energy savings to everyone is something we can all embrace. Let's leverage our collective outreach power to make a difference. If you have any questions, please send me an email at [vohr.jill@epa.gov](mailto:vohr.jill@epa.gov) or to this address for utility partners: [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov)

Thank you!

The ENERGY STAR Communications Team

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