



# ENERGY STAR® Communications Resources

More than 70% of households recognize EPA's ENERGY STAR. As an ENERGY STAR Partner, you can leverage that awareness by promoting your partnership and your dedication to energy efficiency.

We provide many communications materials to help you do just that—including press release templates, posters, tip sheets, logos, and campaigns to get others involved.

Check out our available resources and start gaining recognition for your efforts!

## ANNOUNCE YOUR COMMITMENT—Let the world know that you're an ENERGY STAR Partner.

Issue a Press Release  
[energystar.gov/challengekit](http://energystar.gov/challengekit)

Use the sample news release template available under the "Spread the Word" heading at [energystar.gov/challengekit](http://energystar.gov/challengekit) to announce your partnership with ENERGY STAR.

Display the ENERGY STAR Logo  
[energystar.gov/logos](http://energystar.gov/logos)

Access the ENERGY STAR partner logo and the Logo Use Guidelines at [www.energystar.gov/logos](http://www.energystar.gov/logos). The contact names submitted on the attachment with your partnership letter will receive the username and password information to access the logos. If you cannot locate your password, please contact the ENERGY STAR hotline at 1.888.STAR.YES (1.888.782.7937).



Establish an Online Connection  
[energystar.gov/challengekit](http://energystar.gov/challengekit)

Link to [www.energystar.gov](http://www.energystar.gov) from your organization's Web site. Web banners are available under the "Spread the Word" heading at [energystar.gov/challengekit](http://energystar.gov/challengekit).

## CELEBRATE ACHIEVEMENTS—Receive EPA recognition and maintain momentum and support.

Designed to Earn the ENERGY STAR  
[energystar.gov/commercialbuildingdesign](http://energystar.gov/commercialbuildingdesign)

Meet EPA criteria for estimated energy use and distinguish projects as "Designed to Earn the ENERGY STAR."

ENERGY STAR Label  
[energystar.gov/labeledbuildings](http://energystar.gov/labeledbuildings)

Earn the ENERGY STAR and distinguish your commercial and industrial buildings as being among the most energy efficient in the country. To qualify, your building must score at least 75 on the EPA's 1–100 scale and this rating must be validated by a professional engineer.



ENERGY STAR Leaders  
[energystar.gov/leaders](http://energystar.gov/leaders)

Improve the energy efficiency of your entire portfolio of owned buildings and become an ENERGY STAR Leader.

ENERGY STAR Partner of the Year  
[energystar.gov/awards](http://energystar.gov/awards)

Once you have incorporated a strategic energy management strategy and have made progress in your greenhouse gas emissions reduction goals, consider applying for the ENERGY STAR Partner of the Year Award, which honors organizations that have made outstanding contributions to protecting the environment through energy efficiency. To be considered, download and submit a complete online application package.

Announce Your Accomplishments  
[energystar.gov/challengekit](http://energystar.gov/challengekit)

Has your manufacturing plant qualified for the ENERGY STAR? Has your company earned ENERGY STAR Leaders recognition for energy efficiency improvements? Have your design projects achieved Designed to Earn the ENERGY STAR? Sample press releases are available under the "Spread the Word" heading at [energystar.gov/challengekit](http://energystar.gov/challengekit).

ENERGY STAR® is a U.S. Environmental Protection Agency program helping businesses and individuals fight global warming through superior energy efficiency.



LEARN MORE AT  
[energystar.gov](http://energystar.gov)

# ENERGY STAR<sup>®</sup> Communications Resources (cont.)

LEARN MORE—The knowledge you need to leverage and communicate your partnership effectively.

ENERGY STAR Partner Tools  
[energystar.gov/buildings](http://energystar.gov/buildings)

Learn about industry best practices, discover how to assess your organization's energy use, and become familiar with ENERGY STAR tools such as Portfolio Manager, Target Finder, and the Building Upgrade Value Calculator.

ENERGY STAR Online Training:  
Live, Pre-Recorded, Self-Guided  
[energystar.gov/businesstraining](http://energystar.gov/businesstraining)

Learn how to use available tools and resources, without leaving your computer.

SPREAD THE WORD—Share your commitment and achievements with your employees and community.

ENERGY STAR Publications  
[energystar.gov/publications](http://energystar.gov/publications)

Order or download free ENERGY STAR brochures, posters, and other materials online or call EPA toll-free at 1.800.490.9198.

Bring Your Green to Work  
[energystar.gov/work](http://energystar.gov/work)

Find out how everyone—from staff and executives to building managers and small businesses—can increase the energy efficiency of America's workplaces by visiting the Bring Your Green to Work with ENERGY STAR Web page. While you're there, check out the ENERGY STAR @ work interactive tool, download tip cards, and learn about other organizations' energy-saving strategies.



Change the World, Start with ENERGY STAR  
[energystar.gov/changetheworld](http://energystar.gov/changetheworld)

Participate in the national *Change the World, Start with ENERGY STAR* campaign and encourage your employees, customers, and members to take the ENERGY STAR Pledge.

ENERGY STAR Banners, Flags, and Decals

Create decals, flags, and banners for ENERGY STAR qualified buildings, facilities, and plants. Designs are available in easy-to-use formats. Look for the link to printer-ready graphics files in your qualified facility approval letter from EPA.

Co-Branded ENERGY STAR Materials

To request that materials be co-branded with your logo, send an e-mail to [eschallenge@cadmusgroup.com](mailto:eschallenge@cadmusgroup.com) so that we may help you explore opportunities.

National Campaigns  
[energystar.gov/nationalcampaigns](http://energystar.gov/nationalcampaigns)

Join in ENERGY STAR's national campaigns to raise awareness of the importance of energy efficiency.



For more information, visit  
[www.energystar.gov](http://www.energystar.gov)  
or call **1.888.STAR.YES**  
(1.888.782.7937)

United States  
Environmental  
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