Annual Outreach Plan: ENERGY STAR® PRODUCTS

**JANUARY**
- **ENERGY STAR MOST EFFICIENT**
  - Materials Available:
    - MARCH
      - Water Heaters
      - Smart Thermostats

**APRIL**
- **NATIONAL PROMOTION**
  - FLIP YOUR FRIDGE
  - LIGHTING
  - POOL PUMPS

**MAY**
- **NATIONAL PROMOTION**
  - ROOM A/C
  - EARTH DAY
  - COOLING

**JUNE**
- **NATIONAL PROMOTION**
  - LAUNDRY
  - STREAMING
  - NATIONAL PROMOTION

**SEPTEMBER**
- **NATIONAL PROMOTION**
  - WATER HEATERS

**OCTOBER**
- **NATIONAL PROMOTION**
  - SMART THERMOSTATS
  - LIGHTING
  - RULE YOUR ATTIC

**NOVEMBER**
- **NATIONAL PROMOTION**
  - HEATING
  - BLACK FRIDAY

Materials Available:
- **OCTOBER**
  - Flip Your Fridge
  - Lighting
  - Pool Pumps
- **NOVEMBER**
  - Room A/C
  - Laundry