



# EV Charger Promotion

Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) is excited to share our plans for the 2024 ENERGY STAR EV Charger Promotion, our annual boosted social media effort, taking place **Monday, April 1st through Friday, April 19th**. To aid EV charger outreach efforts, the EPA has released our annual [EV Charger Promotional Toolkit](#), which includes educational materials, social media graphics, and messaging for our partners to use during this Spring and throughout the year to promote the value of ENERGY STAR certified EV chargers.

We encourage you to leverage the toolkit during this promotion period, which aligns with Earth Month and the car-buying season, for your own promotional efforts. To the extent you are able to join us on social during our promotional window as well as throughout the year, please use the guidance below to participate in this year's EV Charger Promotion.

## How Do I Participate in ENERGY STAR's EV Charger Promotion?

- Utilize available resources from the [EV Charger Promotional Toolkit](#), including: social graphics, digital graphics, web banners, web buttons, factsheets, sample social media, and a video
- Tag **@ENERGYSTAR** on X, or **@ENERGY\_STAR** on Facebook and LinkedIn
- Notify us about your participation so we can amplify your social media posts

[EV Charger Promotional Toolkit](#)

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Participating partners will also be featured in the upcoming issue of the EV Charging Newsletter. To see which partners participated in 2023 and how they were spotlighted, please view the [2023 Fall Newsletter](#). Please notify us if your organization will be participating so we can plan to amplify your social media.



Please reach out if you have any questions. We look forward to working with you on yet another successful promotion!

- Utility Partners: [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov)
- Retail and Manufacturer Product Partners: [evse@energystar.gov](mailto:evse@energystar.gov)



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