*This is a press release template that your organization can use to communicate your participation in ENERGY STAR’s Rule Your Attic! campaign.*

**FOR IMMEDIATE RELEASE**

[DATE]

**Contact:**

[NAME, PHONE, EMAIL]

**[Organization Name] and ENERGY STAR® Team up to Show Homeowners How Sealing and Insulating Help Save on Energy Bills**

*One small trip to your attic could lead to big energy savings*

**[CITY, STATE, DATE]** – In 9 out of 10 homes across America, low levels of insulation are causing comfort problems and wasting homeowners’ money with high energy bills.\* To help homeowners take control over high utility bills this heating season, [ORGANIZATION NAME] is teaming up with the U.S. Environmental Protection Agency’s (EPA) ENERGY STAR program to launch its Rule Your Attic! campaign.

Now in its third year, Rule Your Attic! is a multi-media, consumer-focused outreach campaign that utilizes the reach of social media to help homeowners understand the benefits of sealing and insulating their attics and encouraging action, either through DIY projects or by working with a contractor. ENERGY STAR and [ORGANIZATION NAME] are providing homeowners with the tools and resources they need to properly seal and insulate their homes.

“Most homeowners don’t realize how much money they are throwing away over something that has such a simple solution,” said Doug Anderson, Project Manager of the ENERGY STAR Seal and Insulate team. “Sealing air leaks and adding insulation to recommended levels in the attic or basement (or crawlspace) can save homeowners up to 11% on their annual utility bills…even more if you live in a Northern climate.”

Homeowners can participate in the campaign by:

1. **Measure:** Taking that first step and going into their attic to measure the insulation levels.
2. **Get Solutions:** Following the #RuleYourAttic hashtag or visiting [www.energystar.gov/ruleyourattic](http://www.energystar.gov/ruleyourattic) to get expert advice, do-it-yourself tips, and suggestions for working with a contractor. They can also post photos of their attic insulation levels on Facebook and Twitter using #RuleYourAttic for personalized advice from EPA experts.
3. **Fix and Save:** Taking action to improve their attic by making improvements themselves or hiring a contractor.

The campaign kicks off October 3 – November 18 and will continue again from January 2 – 27.

[INSERT QUOTE ABOUT PARTNER’S PARTICIPATION IN THE PROGRAM]

Throughout the campaign, EPA will share tips, graphics, and “how-to” videos on the ENERGY STAR Facebook and Twitter accounts to help homeowners maximize the energy efficiency of their home by sealing and insulating their home’s attic. In addition, homeowners who post photos of their attic insulation to social media will receive customized advice. This feedback will encourage homeowners to make a decision about next steps—whether that’s adding more insulation themselves, shopping for materials and products, or hiring a contractor.

[INSERT INFORMATION ABOUT PARTNER’S AVAILABLE RESOURCES]

For more information, go to [www.energystar.gov/ruleyourattic](http://www.energystar.gov/ruleyourattic) or [INSERT PARTNER URL].

## **About [PARTNER NAME]**

## [COMPANY INFORMATION HERE]

## **About ENERGY STAR**

## ENERGY STAR® is the simple choice for energy efficiency achievements. For more than 20 years, people across America have looked to EPA’s ENERGY STAR program for guidance on how to save energy, save money, and protect the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Today, ENERGY STAR is a widely recognized symbol for energy efficiency, helping families and businesses save $362 billion on utility bills, while reducing greenhouse gas emissions by more than 2.4 billion metric tons since 1992. Join the millions who are already making a difference at energystar.gov.

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*\*Compared to 2006 IECC standards, Source: Boston University and NAIMA*