2018 Outreach Plan: ENERGY STAR® PRODUCTS

- **January**: ENERGY STAR® MOST EFFICIENT
  - Materials Available: March
    - Water Heaters
    - Smart Thermostats

- **February**: National Promotion
  - Pool Pumps

- **March**: National Promotion
  - Flip Your Fridge
  - Laundry

- **April**: National Promotion
  - Room A/C
  - Earth Day
  - Cooling
  - Streaming

  - Materials Available: April
    - Lighting

  - Materials Available: August
    - Pool Pumps

- **May**: National Promotion
  - National Promotion
  - Water Heaters
  - Smart Thermostats

- **June**: National Promotion
  - Lighting

- **July**: National Promotion
  - Heating
  - Rule Your Attic
  - Energy Star Day
  - Holiday

  - Materials Available: October
    - Flip Your Fridge

  - Materials Available: November
    - Room AC
    - Laundry