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Dear ENERGY STAR Partners,

The ENERGY STAR Flip Your Fridge promotion is set to launch on Earth Day 2019 and run through Memorial Day.

As a reminder, materials are available to support both refrigerator replacement and retirement programs—from promotional messaging and web widgets to the Flip Your Fridge Ruler.



[Get Materials](#)

ENERGY STAR will continue to place our ENERGY STAR [Flip Your Fridge video](#), supplementing it with display ads via Google Display Network, YouTube, and Instagram that target hard-to-reach audiences in markets with active utility programs.

Thanks to those of you who are participating in the 2019 Flip Your Fridge campaign. To date, we have 22 participating energy efficiency sponsors involved, representing nearly 5 million households, including:

- Hawaii Energy
- Consumers Energy
- El Paso Electric
- Southern Minnesota Municipal Power Agency (SMMPA)
- PPL Electric Utilities
- Sacramento Municipal Utility District (SMUD)
- UGI Utilities
- Puget Sound Energy

Please join us and benefit from enhanced consumer engagement around the value of ENERGY STAR certified refrigerators and the call to action to recycle your old refrigerator and replace it with a new ENERGY STAR certified refrigerator.

If you have questions, please contact your ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov. If you are a retail or manufacturer partner, please reach out to changetheworld@energystar.gov.

The ENERGY STAR Communications Team

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, people across America

have looked to EPA's ENERGY STAR program for guidance on saving energy, saving money, and protecting 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. Visit www.energystar.gov today.



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