

Email not displaying correctly? [View it](#) in your browser.



Dear ENERGY STAR Partners,

After yet another successful year, the Environmental Protection Agency (EPA) is pleased to share updated marketing materials for the 2019 ENERGY STAR Flip Your Fridge promotion. There are still many old refrigerators in homes across the country representing a significant energy and environmental potential if replaced and recycled, including second refrigerators. EPA has materials to support both replacement and retirement programs, from promotional messaging and web widgets to the Flip Your Fridge Ruler, that can help you begin planning your refrigerator promotion at energystar.gov/marketing_materials.



[Get Materials](#)

The Flip Your Fridge promotion continues to make an impact on consumer engagement. Last year's successes included:

- Paid promotions via the Google Display Network of our Flip Your Fridge videos in [English](#) and [Spanish](#), netting a total of 451,000 impressions and 83,000 combined video views.
- More than 31,000 views of the ENERGY STAR promotional web page over the course of the promotion, across 12 active program markets.

In 2019, EPA plans to enhance last year's efforts by supplementing the Flip Your Fridge video outreach with re-marketed display ads to drive more clicks to the promotional page where participating partners will be featured. We also plan to include refrigerators in an Earth Day promotion focused on ENERGY STAR Most Efficient appliances targeting environmentally leaning consumers, leveraging our customer segmentation work. Finally, we plan to bring back the successful BobVila.com Flip Your Fridge cooperative opportunity from 2016. Interested utilities can work with Bob Vila to host their own contest, complete with a refrigerator prize exclusive to their region with greater chances to win. EPA will kick off the 2019 ENERGY STAR Flip Your Fridge promotion on Earth Day, and it will continue through Memorial Day.

We encourage you to continue to leverage ENERGY STAR's efforts to enhance your energy efficiency programs and join us for another successful Flip Your Fridge promotion.

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

This message was sent to you on behalf of ENERGY STAR. Each ENERGY STAR partner organization must have at least one primary contact receiving e-mail to maintain partnership. If you are no longer working on ENERGY STAR, and wish to be removed as a contact, please update your contact status in your [MESA](#) account. If you are not a partner organization and wish to opt out of receiving e-mails, please contact EnergyStarProducts@energystar.gov. Unsubscribing means that you will no longer receive program-wide or product-specific e-mails from ENERGY STAR.



This email was sent by:
EPA (Climate Protection Partnerships Division) - ENERGY STAR
1200 Pennsylvania Ave NW, Washington, DC, 20460 US

**Unsubscribe from
ENERGY STAR Emails**