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Dear ENERGY STAR Partners,

The 2019 ENERGY STAR spring lighting promotion is set to launch at the end of April. There is still time to get involved and share in the benefits. The Environmental Protection Agency (EPA) is excited to bring together the emotional appeal of Light the Moment with the direct, energy-saving benefits of ENERGY STAR certified LED bulbs to reach consumers who have yet to make the switch, especially those who can benefit the most from the savings. The promotion will focus on connecting low-to-moderate income (LMI) audiences to bulbs at retail locations that are easy to access with affordable price-points made possible with the help of utility program incentives.

Building off learnings from the fall lighting promotion, the media mix will include online ads, leveraging last year's popular [Light the Moment video](#), placed on websites relevant to the LMI audience coupled with social media on Facebook and Instagram. All ads will drive traffic to the ENERGY STAR Light the Moment [promotional page](#) featuring the Best Value Finder tool, which highlights low cost certified bulbs and where to buy them.

EPA is excited to work with participating partners to drive awareness, and ultimately purchase, among your customer base. Participation is easy. Just check out the variety of materials available on the marketing materials web page, including social media, in-store signage templates, fact sheets, and even a Light the Moment event kit—all featuring lifestyle imagery of meaningful moments lit by ENERGY STAR certified lighting.



Get Materials

Thanks to all our partners who plan to participate, including the following energy efficiency program sponsors, representing more than 5 million households, as well as several prominent retailers and manufacturers that have integrated ENERGY STAR Light the Moment messaging in-store and on their packaging.

- Entergy Arkansas
- Hawaii Energy
- Consumers Energy
- AEP Ohio
- Indianapolis Power & Light
- Public Service Company of Oklahoma (PSO)

- Sacramento Municipal Utility District (SMUD)
- UGI Utilities

There is still time to join us and benefit from the momentum created by the broad appeal of Light the Moment. We hope you will take advantage of this opportunity to make the most of your 2019 lighting programs.

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



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