

2019 Outreach Plan: ENERGY STAR® PRODUCTS



FEBRUARY | MARCH

NATIONAL PROMOTION
POOL PUMPS

- Materials Available:**
MARCH
- Water Heaters

APRIL | MAY | JUNE | JULY

NATIONAL PROMOTION
FLIP YOUR FRIDGE

NATIONAL PROMOTION
LAUNDRY

NATIONAL PROMOTION
LIGHTING

NATIONAL PROMOTION
ROOM A/C

NATIONAL PROMOTION
SMART THERMOSTATS

COOLING

EARTH DAY

- Materials Available:**
APRIL
- Lighting
 - Smart Thermostat
 - HVAC

SEPTEMBER | OCTOBER | NOVEMBER

NATIONAL PROMOTION
WATER HEATERS

NATIONAL PROMOTION
LIGHTING

NATIONAL PROMOTION
SMART THERMOSTATS

NATIONAL PROMOTION
HVAC

ENERGY STAR DAY

HEATING

RULE YOUR ATTIC

HOLIDAY

- Materials Available:**
SEPTEMBER
- Pool Pumps

- Materials Available:**
OCTOBER
- Flip Your Fridge
 - Lighting
 - Smart Thermostats

- Materials Available:**
NOVEMBER
- Room AC
 - Laundry