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Join Us and Celebrate ENERGY STAR® Day!



Dear ENERGY STAR Partners,

ENERGY STAR Day is coming up on Tuesday, October 22nd! Are you all set to participate?

How to Participate

Join us by raising awareness and offering opportunities for your audience to *save for good* with ENERGY STAR on social media. Help amplify our message to the entire country.

- **When:** Tuesday, October 22 (ALL DAY)
- **Where:** Social media (Facebook, Twitter, Instagram, etc.)
- **How:** Use the hashtag #ENERGYSTARday to join the conversation!

Find easy-to-use, sample social media, including images and sample posts, as well as a video, as part of our [ENERGY STAR Day Toolkit](#)—all ready for you to share.

Let Us Know If You're Participating

Tell us if you'll be participating so we can be on the lookout for your posts! EPA will be liking and sharing partner content all day long. We will also be running paid media both broadly through native online articles as well as geo-targeted to markets active with LMI audiences to help all Americans benefit from energy savings. Let's see how far our collective voice can reach!

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. We look forward to your participation in another successful ENERGY STAR Day celebration!



Sample of images found in the ENERGY STAR Day Toolkit.

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.



This email was sent by:

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