



ENERGY STAR® 2021 and Earth Day



Dear ENERGY STAR Partners,

The ENERGY STAR Program is getting ready for another momentous celebration of Earth Day in 2021. We are excited to feature your climate protection commitments to inspire everyone to make energy choices that count. We welcome all partners to join us on April 22 to celebrate the combined benefits of energy efficiency and green power as the path towards a clean energy future and a healthier environment.

Earth Day Campaign Overview

ENERGY STAR's Earth Day 2021 celebration will be a forward-looking initiative that:

- Positions ENERGY STAR and its partners as leaders in creating a path toward a clean energy future, through energy efficiency and green power.
- Inspires Americans to take their own actions to protect the climate.

The first step to participation is to develop and submit your [Earth Day Commitment Profile](#) for us to feature on our Earth Day landing page at energystar.gov/earthday.

As we recognize the inspiring efforts of our leading partners, we encourage you to join us on Earth Day, April 22, 2021, to celebrate and amplify our collective message of commitment among your audiences. Day of engagement activities include:

- Sharing our [Earth Day video](#) (to be updated for 2021) on Twitter along with a post of your company's climate-protection commitments with the hashtag [#EnergyChoicesCount](#).
- Inviting your employees to take the ENERGY STAR Climate Pledge along with your own internal Earth Day celebratory message.

Earth Day Commitment Profile Instructions: Due March 15th.

- Describes your carbon-reduction commitments through ENERGY STAR energy-efficiency efforts and investments related to green power along with efforts to date to meet those commitments
- Includes a link for more information
- 200 words or less

Benefits of Participation

As an ENERGY STAR partner, your organization is a leader in energy efficiency, and as such, you are a shining example of the value of investing in smart energy choices. You have the opportunity to engage and inspire. As the country's trusted resource for energy efficiency, ENERGY STAR is in a unique position to help celebrate the example our partners set. Let's leverage the power of our collective reach to inspire all Americans to follow your lead.



Please let us know if you are interested in participating and want us to include your Earth Day commitment profile on our website by reaching out to the contacts below and sending us your profile write-up by **March 15**.

We look forward to celebrating Earth Day with you!

Utility Partners: eeaccountmanager@energystar.gov

Retail and Manufacturer Product Partners: changetheworld@energystar.gov.

The ENERGY STAR Communications Team

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EPA (Climate Protection Partnerships Division) - ENERGY STAR
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