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Celebrate Earth Day with ENERGY STAR® !



Dear ENERGY STAR Partners,

This April 22 is the 50th anniversary of Earth Day, and the ENERGY STAR program is celebrating by featuring the combined benefits of energy efficiency and green power as the path toward a clean energy future and a healthier environment.

As part of this celebration we are highlighting the leadership demonstrated by our partner organizations and invite you to join us in promoting your efforts to support a healthy planet and inspire all Americans to do the same.



Campaign Overview

ENERGY STAR's Earth Day 2020 Celebration will be a forward-looking initiative that:

- Invites consumers to protect the climate through efficient use of renewable energy.
- Celebrates partner commitments to climate protection through investments in energy efficiency and green power.

In similar campaigns, we have been able to achieve broad reach and engagement with social/digital media-focused efforts featuring specific consumer calls-to-action on how to help protect the climate. The ENERGY STAR Earth Day 2019 campaign resulted in nearly 3 million

impressions just on social and a total of 77 million impressions nationwide.

This year we are inviting partners to communicate on Twitter and other social platforms on Earth Day, April 22, using a 30-second video that we will provide to all partners on April 2. ([See the storyboard](#)). We will be amplifying your social shares through re-Tweets and re-posts throughout the day creating a ground swell of celebration. ENERGY STAR will also be amplifying the outreach through paid media efforts on social and through native article placements in papers across the country. Communications will drive to a campaign landing page on energystar.gov that features educational content about ENERGY STAR products and green power purchasing, while highlighting participating partners that also participate in EPA's Green Power Partnership.

Benefits of Participation

Your organization is a leader in energy efficiency, and as such, you are already demonstrating the commitment and 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 our partners' achievements. Let's leverage the power of our collective reach to inspire everyone to follow your lead.

We look forward to celebrating the 50th anniversary of Earth Day with you! Please send any questions to:

Utility Partners: eeaccountmanager@energystar.gov

Retail and Manufacturer Product Partners: changetheworld@energystar.gov

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.



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