



Cooling Outreach with ENERGY STAR®



The start of cooling season offers a prime opportunity to reach out to your audiences and provide them advice and resources for saving energy while they stay comfortable when it gets hot. This year, the Environmental Protection Agency (EPA) is giving you early access to relevant ENERGY STAR messaging and materials for use in support of your outreach efforts.



On the energystar.gov marketing materials page under [Keep Your Cool with ENERGY STAR](#), you will find the following resources:

- Comprehensive Messaging / Tips List
- Cooling Factsheet

Get Materials



WAYS TO
SAVE TIPS

In addition, we encourage you to take advantage of the ENERGY STAR Ways to Save Tips web service - an automatic feed that provides an ongoing stream of cooling educational content during the summer season and can be customized to your product portfolio. We have tagged all the

cooling tips to populate your feed during the cooling months – Earth Day through Labor Day, so all you have to do is incorporate the tool on your websites, and your audiences will have access to helpful cooling tips all summer long! Visit energystar.gov/waystosavetips to get started.

Your customers, your employees and other audiences will value your help this summer, keeping them cool and comfortable while they save energy and money and protect the environment. Please let us know if you have any questions, and thank you for joining us in welcoming in the cooling season with ENERGY STAR!

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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