



Save the Date: ENERGY STAR® Day Tuesday, October 26th 2021



A Big Earth Day Thank You!

Thanks to your efforts, Earth Day 2021 was even more successful than last year, encouraging millions more Americans to make their #EnergyChoicesCount. Thank you for your participation and leadership in support of a clean energy future through energy efficiency and green power and the example you set to inspire others. Through our collective outreach, we generated hundreds of millions of impressions, including two million video views, nearly eight million impressions on Twitter through our day-of social, and more through native articles in publications, including the *LA Times*, *Chicago Tribune*, and *Baltimore Sun*.

ENERGY STAR DAY 2021: Energy Savings for Everyone

ENERGY STAR Day is October 26th, 2021. Once again, this year, we invite you join us to share your efforts to help bring the benefits of energy savings to underserved and low-income communities; helping all Americans *save for good*.

A recent ACEEE study revealed that low-income households pay up to three times more on home energy costs, as a proportion of total income and some are spending nearly 20% of their income on utility bills. Much of this disproportionate burden simply has to do with lack of access to energy-saving opportunities. Addressing this energy-savings access gap is a priority for EPA. Recognizing the important role that our partners play in accomplishing our collective energy-efficiency and climate goals, we are especially excited to work with you to make a difference together.

**SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.**



Look for the ENERGY STAR® Label and Start Your Savings!

Last year, through our collective efforts, we succeeded at driving more than 200 million impressions of this important cause, including more than one million video views, tens of millions of #ENERGYSTARday impressions on

Twitter, and articles placed in major publications across the country.

Similar to last year, we are looking to highlight projects that go beyond traditional efforts to promote energy-saving products and programs to those that have been specially designed to serve low-income audiences. Examples include:

- Product donations/giveaways/free installations
- Community service projects
- Home improvement/weatherization projects
- Support for public institutions, small businesses/community service groups
- STEM education
- Job-training

Projects will be featured on our dedicated ENERGY STAR Day campaign landing page along with income-qualified programs offered by utility partners and other resources to provide the benefits of energy-savings to those that need it the most. Visit last-year's [ENERGY STAR Day landing page](#) for the kind of content we are looking for.

To support your participation, EPA will promote ENERGY STAR Day across multiple media channels, driving traffic to our ENERGY STAR Day web page, as well as facilitate an all-in partner event on October 26th.

In addition, we will provide an updated partner toolkit including ENERGY STAR Day-themed sample social, recognition web banners, and our ENERGY STAR Day video that can be leveraged through your owned channels, available in July.



Making a Difference Together

We are excited to have you join us for this year's ENERGY STAR Day celebration. If you have a story to tell about initiatives you are undertaking to support energy savings for everyone, please reach out to your main ENERGY STAR point-of-contact, including:

- Utility Partners: eeaccountmanager@energystar.gov
- Retail and Manufacturer Product Partners: changetheworld@energystar.gov

As always, we appreciate your partnership and the great work you do to help your audiences save energy with ENERGY STAR. We look forward to working with you to help all Americans *save for good*.

ENERGY STAR Communications Team

ENERGY STAR is the simple choice for energy efficiency. To manage the types of emails you receive from ENERGY STAR, visit the [subscription center](#).



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