



ENERGY STAR® Day 2020



Energy Savings for Everyone

There is no better time than 2020 to honor ENERGY STAR partners making a difference in the lives of your customers. This ENERGY STAR Day (October 27, 2020), we are proud to recognize those achievements by celebrating partner efforts to support your communities through energy-savings; helping Americans Save Today, Save Tomorrow, and Save For Good.

SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.



Start Your Savings with ENERGY STAR® Certified Kitchen Equipment.

Share Your Story with EPA

We would be thrilled to feature stories from our commercial food service partners in this year's campaign. Please consider telling us about your efforts to help bring the benefits of energy savings to businesses, communities, and individuals who need them most.

Example initiatives include:

- Working/supporting foodbanks or health institutions
- Supporting restaurant recovery efforts
- Partnerships with local community action programs
- Product giveaways
- Other initiatives that help get energy-saving products into the hands of those who need them most

Story Guidance

Due: September 21, 2020

Stories to feature on our [ENERGY STAR Day landing page](#) should be no more than 200 words describing the programs and/or initiatives your organization offers to struggling businesses, communities, or individuals either through ENERGY STAR, other energy efficiency opportunities, or those inspired by the times. Please also include photos, if you have them, and a high-resolution file of your organization's logo.

EPA Recognition and Outreach Support

If you do not have a specific story for the special promotion described above, you can still participate in ENERGY STAR Day on October 27, 2020. To support your participation, we will provide a **CFS partner toolkit** later this month including ENERGY STAR Day-themed sample social and recognition web banners, specific to CFS products and operators, that can be leveraged through your social media channels.

On ENERGY STAR Day, partners are encouraged to post messages (boilerplate from the toolkit or original text), images provided in the toolkit, and an **ENERGY STAR video** (available on October 7, 2020) on social media. In addition, a web banner (also from the toolkit) will be available for posting on your websites during the month of October to reinforce your organization's commitment to making energy efficiency broadly accessible.

Making a Difference Together

We are excited to have you join us for this year's ENERGY STAR Day activities.

If you have a story to tell about initiatives you are undertaking to help your communities and want to join us promoting energy savings for everyone, please let us know as soon as you can so we can include it as part of our campaign. If you have any questions or to share your efforts, please contact CFS@energystar.gov.

For more information on how to participate in ENERGY STAR Day 2020 a recording of our webinar, ENERGY STAR Day Promotion and other CFS tools, is available [here](#)

As always, we appreciate your partnership and the energy-saving services that you offer your customers every day. We look forward to working with you to help Americans Save Today, Save Tomorrow, and Save For Good with ENERGY STAR.

The ENERGY STAR Commercial Food Service Team

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