



## Join Us and Celebrate ENERGY STAR® Day!

Save Today. Save Tomorrow. Save for Good.



Dear ENERGY STAR Partners,

**Join us in celebrating ENERGY STAR Day on Tuesday, October 27, 2020!**

There is no better time than 2020 to honor ENERGY STAR partners making a difference in the lives of your customers through energy savings. This ENERGY STAR Day, we are proud to celebrate your efforts to help Americans *Save Today, Save Tomorrow, and Save For Good*.

The idea is simple. With ENERGY STAR certified products, you can save today with rebates and other deals, save tomorrow with energy savings, and save for good—for all the good things you want in your life and for a healthier planet for you and your family.

This year we will use social media to raise awareness of the benefits of ENERGY STAR certified products, with a particular focus on providing energy-saving opportunities to underserved audiences that need it the most.

### How to Participate

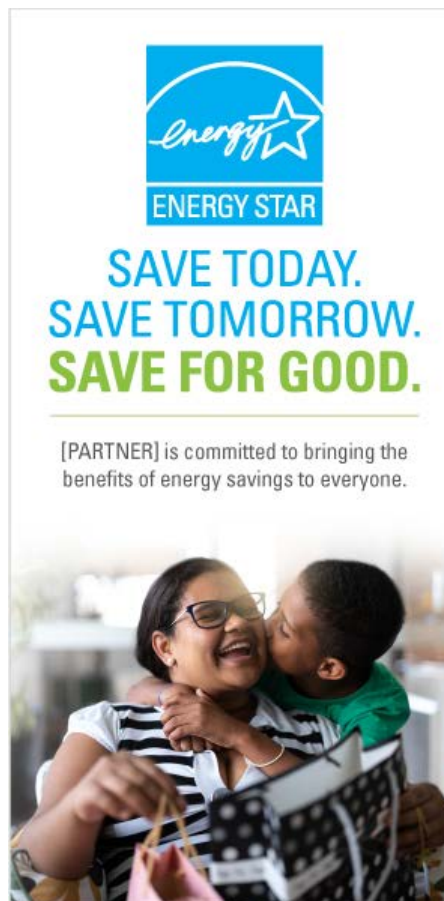
We encourage all our partners to **share our ENERGY STAR Day video** on social media on Tuesday, October 27. Help amplify the ENERGY STAR energy-saving message—let's see how far our collective voice can reach!

- **When:** Tuesday, October 27 (ALL DAY)
- **Where:** Social media (Facebook, Twitter, Instagram, etc.)
- **How:** Share our 2020 video and use the hashtag #ENERGYSTARday

The video is currently in production and will feature real moments and real people enjoying the benefits of their ENERGY STAR certified products. We will provide the final video by **October 7**.

#### *Want to do more?*

- **Social Media:** You can supplement the video share with additional social media specific to your products and programs.
- **Feature our Web Banner:** Add one of our web banners on your ENERGY STAR and/or energy efficiency pages during October to celebrate energy-savings and your commitment to bring these benefits to your audiences.



*Check out all of the web banner options in the Toolkit*

[Download Toolkit](#)

Find the sample social media, web banners, and graphics in our [ENERGY STAR Day Toolkit!](#) We have general images and product specific images. New for 2020, we have also added Spanish language options for both the social media graphics and web banners.

## Share Your Story with EPA

We would be thrilled to include your stories in this year's campaign. Please consider telling us about your efforts to support struggling

[Story Guidance](#)

communities by helping them save energy with ENERGY STAR, either through ongoing efforts or those inspired by the times. We will be showcasing partner stories on our ENERGY STAR Day landing page, [energystar.gov/SaveForGood](https://energystar.gov/SaveForGood), with links to your efforts or programs, along with advice on other ways that consumers can save energy, save money, and help protect the climate.

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 for low-income customers. Please also include photos, if you have them, and a high-res file of your organization's logo.

**Due: September 14**

## What Will ENERGY STAR Be Doing?

Throughout October, ENERGY STAR will be conducting paid outreach through a mix of media, including broad outreach to amplify the celebration of energy-savings, as well as targeted outreach to underserved audiences based on our customer segmentation data. All outreach will drive traffic to the ENERGY STAR Day web page, featuring your organization's efforts and any special pricing on ENERGY STAR certified products that partners make us aware of.

If you have questions, please contact your ENERGY STAR Regional Account Manager by emailing [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov). If you are a retail or manufacturer partner, please reach out to [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov). We look forward to your participation in another successful ENERGY STAR Day celebration!

The ENERGY STAR Communications Team

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