

Email not displaying correctly? [View it in your browser.](#)



ENERGY STAR® Day Toolkit

Save Today. Save Tomorrow. Save for Good.



Dear ENERGY STAR Partners,

The U.S. Environmental Protection Agency (EPA) is excited to share with you the ENERGY STAR Day Toolkit with everything you need to encourage your audiences to save energy with ENERGY STAR. ENERGY STAR Day is an annual celebration during which the EPA and ENERGY STAR partners, as well as individuals across the country, come together to celebrate the benefits of energy efficiency. This year our special focus is on highlighting the benefits of ENERGY STAR certified products for underserved, hard-to-reach audiences.

Included in the ENERGY STAR Day Toolkit are instructions for participation, messaging, product savings facts, as well as digital graphics (social and web) for your use throughout the month of October to raise awareness and offer opportunities for all Americans to save for good with ENERGY STAR. The toolkit also includes Spanish versions to reach a broader, multicultural audience.

[ENERGY STAR Day Toolkit](#)

Our media efforts and digital content will drive traffic to the ENERGY STAR Day promotional page (energystar.gov/SaveForGood), where customers can learn about price savings on ENERGY STAR certified products, as well as how these products deliver additional savings over time, brought to them by you, our partners.

Please feel free to contact Jill Vohr (Vohr.Jill@epa.gov) with questions, ideas, or to share program offerings you want us to highlight. We will be busy developing the content for the ENERGY STAR Day landing page and want to feature your initiatives, so please do share them with us by October 1 to ensure inclusion. Once again, we look forward to working with you in support of **ENERGY STAR Day 2018 on October 23** and throughout October.

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:
EPA (Climate Protection Partnerships Division) - ENERGY STAR
1200 Pennsylvania Ave NW, Washington, DC, 20460 US

**Unsubscribe from
ENERGY STAR Emails**