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Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) is excited to kick-off our annual schedule of ENERGY STAR promotions, starting with pool pumps in March. Thank you for your participation last year! Together, we had a very successful 2019 resulting in more than 732 million impressions in print, online, and social media, 5 million video views, and more than 325,100 pageviews of our featured product pages.

Materials have been updated for 2020, and some new materials are now available at [www.energystar.gov/marketing\\_materials](http://www.energystar.gov/marketing_materials). We have added a new “messaging & materials guidance” PowerPoint deck that provides an overview of the promotion and all the available materials—with direct links—to help you identify the best participation opportunities for your organization.

Highlights for the **2020 pool pump promotion** include expanded social imagery featuring people enjoying their beautiful, energy-saving pools and additional target markets representing those with the greatest concentration of residential pools. Like last year, we will conduct two pushes, one in March and one in April.

MORE THAN  
**732 MILLION**  
IMPRESSIONS in print,  
social, and online  
media in 2019

732000000



Promotional pages  
had more than  
**325,100**  
pageviews

**5.3**  
MILLION  
VIDEO VIEWS



#### POOL PUMPS PROMOTION

Goal

- Awareness Building

Media Mix

- Facebook/Instagram Ads

Targets

- Markets with active programs
- Markets with greatest concentration of pools

Timing

- March - April: Southern markets

[Get Materials](#)

We are gearing up for another successful year of ENERGY STAR product promotions and we are looking forward to your participation. If you have questions, please contact us by emailing [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov).

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](http://www.energystar.gov) today.



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