

2022 Outreach Plan: ENERGY STAR® PRODUCTS

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JAN | FEB | MAR | APR | MAY | JUN | JULY | AUG | SEPT | OCT | NOV | DEC | JAN

BRAND CAMPAIGNS

ENERGY STAR BRAND CAMPAIGN

EARTH DAY

ENERGY STAR HOME UPGRADE

ENERGY STAR DAY
ENERGY STAR HOME UPGRADE

PRODUCT PROMOTIONS

EV & EV CHARGERS

HEAT PUMP COOLING & SMART THERMOSTATS

HEAT PUMP HEATING & WATER HEATING, & SMART THERMOSTATS

ROOM AC | LAUNDRY | FLIP YOUR FRIDGE

RULE YOUR ATTIC | LIGHT THE MOMENT | HOLIDAY

SEASONAL OUTREACH

NEW YEAR'S DAY

PRESIDENTS' DAY

VALENTINE'S DAY

TAX SEASON

WORLD WATER DAY

ENERGY STAR AWARDS

MEMORIAL DAY

FATHER'S DAY

INDEPENDENCE DAY

MOTHER'S DAY

FIRST DAY OF SUMMER: COOLING, RENOVATION

BACK TO SCHOOL

LABOR DAY

FIRST DAY OF FALL: HEATING

DAYLIGHT SAVINGS ENDS

BLACK FRIDAY