2020 Outreach Plan: ENERGY STAR® PRODUCTS

- **EARTH DAY**
- **ENERGY STAR DAY**
- **POOL PUMPS**
- **LAUNDRY**
- **REFRIGERATORS**
- **COOLING**
- **WATER HEATERS**
- **LIGHTING**
- **HEATING**

**BRAND CAMPAIGNS**

- **PRODUCT PROMOTIONS**
  - POOL PUMPS
  - LAUNDRY
  - REFRIGERATORS
  - COOLING
  - WATER HEATERS
  - LIGHTING
  - HEATING

**SEASONAL OUTREACH**

- NEW YEAR'S DAY
- PRESIDENT'S DAY
- VALENTINE'S DAY
- MEMORIAL DAY
- FATHER'S DAY
- INDEPENDENCE DAY
- LABOR DAY
- BLACK FRIDAY

**Materials Available:** energystar.gov/marketing_materials