

RULE YOUR ATTIC! OVERVIEW

2020 WINTER PROMOTION

The simple
choice for
energy
efficiency.



In homes across America, poorly sealed and under-insulated attics are taking money out of homeowners' pockets in the form of high utility bills. In fact, **9 out of 10 homes in the U.S. are under-insulated**.^{*} Through its "Rule Your Attic!" consumer outreach promotion, the Environmental Protection Agency's (EPA) provides resources to encourage homeowners to take control over their high utility bills this heating season. The purpose of the promotion is to:

- A) Deliver engaging and useful content to homeowners about the financial, as well as comfort and environmental, benefits of sealing and insulating their attics and encourage homeowners to take action to improve the insulation in their own attics.
- B) Provide engaging content to other groups that can be shared with homeowners to amplify the importance of proper sealing and insulation in their homes.

The ENERGY STAR "Rule Your Attic!" promotion will launch **Monday, November 16 and will run through Friday, December 11**. There are several ways to participate, find out how below!

Engaging Shareable Content

ENERGY STAR is providing a **turn-key consumer marketing platform to promote sealing and insulating existing homes**. ENERGY STAR has created entertaining, **how-to videos, graphics, and blogs** that can be **shared via their networks, websites, and other outreach activities** to engage with homeowners and help drive sales of products/services or drive participation in energy efficiency programs. This content will be primarily delivered through ENERGY STAR's website, making it readily available to share and generate engagement on their platforms while spreading the word about the benefits of a sealed and insulated attic. Participants can download these materials for free from the [Rule Your Attic! Toolkit](#).



Messaging

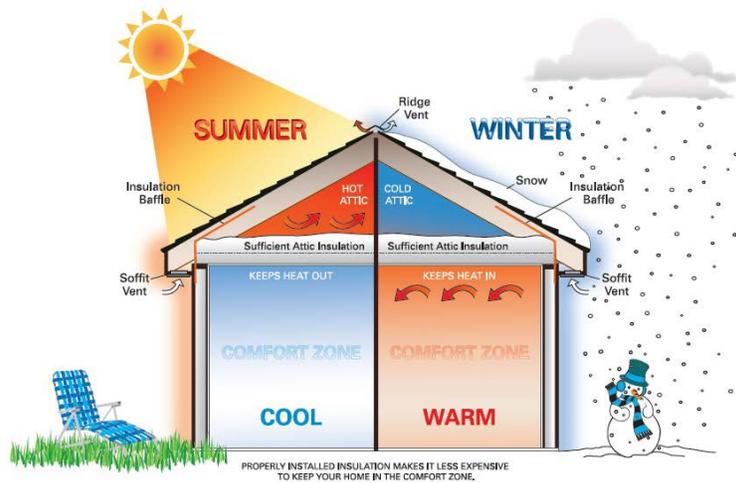
Throughout the promotion, participants can use the how-to videos, graphics, messaging, and other materials to deliver engaging content about:

- a) The **benefits of sealing and insulating**.
- b) Encouraging homeowners to **take action to improve the insulation in their attics**.
- c) Homeowners taking advantage of the available [Tax Credit for insulation](#) before the end of the year.

Key message

- Take the first step to savings by measuring your attic's insulation so you can "Rule Your Attic!" Now is the perfect time to check your attic to prepare for the cold winter months ahead.
- Insulate your home before December 31st, 2020 to be eligible for a 10% Tax Credit (up to \$500).

**Compared to 2006 IECC standards, Source: Boston University and NAIMA*



Supporting messages

Measure

- Check your attic insulation level **today** to see if your home has low insulation levels. You may be missing a big opportunity to make your home more comfortable and energy efficient.
- In 9 out of 10 houses across America, under-insulated attics are wasting homeowners' money through high utility bills. (Compared to 2006 IECC standards, Source: Boston University and NAIMA)

Comfort and Savings

- There's no place like home. Insulating your attic helps you keep your energy costs down while keeping your house comfortable all year round. Learn how you can #RuleYourAttic at www.energystar.gov/RuleYourAttic
- Adding insulation and sealing air leaks in your home can help you save up to 10% on your home's annual energy bills and keep you more comfortable. 10% is about \$200/year for the average US homeowner.
- Proper attic insulation can save energy and money! Does your attic measure up?
- What's one of the best ways to keep your home comfortable year-round? Insulation! Get solutions on how to save energy and money! Visit www.energystar.gov/RuleYourAttic
- In addition to energy savings, other benefits to sealing and insulating include: reduced noise from outside; less pollen, dust, and pests entering the home; and better humidity control.

Take Action Now

- Planning a home improvement project over the holidays? Remember to check your insulation levels!
- Ready to take action and reduce winter heating bills? Now is the perfect time to seal and insulate your attic to get your home ready for winter.
- You can receive a tax credit (up to \$500) if you insulate your attic before December 31, 2020!
- Don't miss out on the Energy Efficiency Tax Credit! You can receive 10% of the cost of materials when you insulate your attic (up to \$500).

Contact insulation@energystar.gov with questions on how you can participate in the Rule Your Attic! Promotion.

ENERGY STAR[®] is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at energystar.gov.