

RULE YOUR ATTIC! OVERVIEW

2020 FALL 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!" Fall promotion will launch **Monday, September 14 and will run through Friday, October 2**. 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

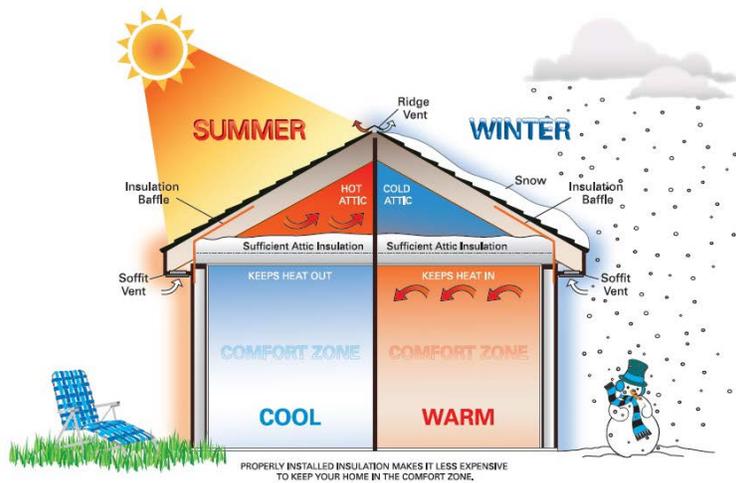
Throughout the promotion, participants can use the how-to videos, graphics, messaging, and other materials to deliver engaging content about:

- 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

- This (Fall/year), 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 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)
- 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.
- 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.

Get Solutions

- The EPA has resources available at energystar.gov/sealandinsulate to help you choose the best air sealing and insulation projects for your home.
- Check with your local utility to see if they offer rebates for certain air sealing and insulation projects or supplies. The utility may also offer free or discounted energy audits to help find problems to fix.

Fix and Save

- Ready to take action and reduce winter heating bills? Cool Fall weather is a perfect time to work in an attic to get your home ready for winter.
- Sealing and insulating is a great, cost effective home improvement. You can 'Do-it-Yourself' or hire a contractor.
- Contractors typically cost a bit more than doing-it-yourself, but they can get the job done quickly, work safely using building science knowledge, and have the skills to find the hidden problems.

Questions: Contact EPA's Doug Anderson at anderson.doug@epa.gov or 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.