



Earth Day Toolkit 2021



Dear ENERGY STAR Partners,

Earth Day is just two weeks away and we want to make sure that all our partners have what they need to make the most of your Earth Day celebration with ENERGY STAR. [The toolkit is now complete](#) with all resources, including some new materials, such as Earth Day Energy-Saving tips and a printable Lorax Activity Guide for kids.

Remember to join us on Earth Day, April 22, for our Twitter celebration. Here are the details to share with your company's social media contacts:

- **When:** Thursday, April 22nd (ALL DAY)
- **Where:** Twitter (Feel free to share on your other platforms as well!)
- **How:** Retweet the video from [@ENERGYSTAR](#)
 - ENERGY STAR will post the video at 8am EDT
 - ENERGY STAR will engage with your tweets throughout the day to amplify your posts



It's time to celebrate action. Companies, people – all looking to the future. Making even the smallest energy choices count. Protecting our planet starts with all of us. [#EnergyChoicesCount](#)



If you would like to add a message to your video share, use the [sample social media posts](#) or add your own message, remember to:

- Use the hashtag [#EnergyChoicesCount](#)
- Tag [@ENERGYSTAR](#)

Looking forward to inspiring all our collective audiences to make energy choices that count this Earth Day and every day!

ENERGY STAR is the simple choice for energy efficiency. To manage the types of emails you receive from ENERGY STAR, visit the [subscription center](#).



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