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Celebrate Earth Day with ENERGY STAR!



Dear ENERGY STAR Partners,

It is time to get ready for Earth Day. This national celebration of the environment presents a wonderful opportunity to highlight your commitment to energy efficiency and to encourage your audiences to save energy and money and protect the climate with ENERGY STAR.

This year, the Environmental Protection Agency (EPA) is excited to offer partners an easy way to celebrate Earth Day by engaging your followers through social media and your employees through email with Earth Day-themed materials featuring a simple call-to-action to take the **ENERGY STAR Pledge**. A variety of templated posts / images are now available on the marketing materials page for you to customize and use.



"Earth Day Made Easy" graphics available

[Get Materials](#)

Designed to facilitate behavior change, the ENERGY STAR Pledge offers consumers the chance to formalize their intention to choose an ENERGY STAR certified product and contribute to the broader cause of resource conservation and a healthier environment. This year, the pledge experience will be streamlined and given a fresh look, allowing pledge-takers to simply pledge to choose an ENERGY STAR certified product (rather than a product among a long list of different categories). The pledge will also be optimized for mobile, so your audiences can go straight from receiving a message prompt to making a commitment in one, simple action.

As part of this effort, EPA offers interested partners the opportunity to track and receive credit for the pledges that result from your outreach by **becoming a Pledge Driver**. Individual pledges for each Pledge Driver are attributed to the organization (via a customized pledge page) and tracked by way of a dashboard, such as the one for [Food Lion](#) featured at the bottom of this email. If you are interested in becoming a Pledge Driver, or have previously been one, please contact Jill Vohr at vohr.jill@epa.gov. For Energy Efficiency Program Sponsors, please contact your ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov.

More than 3.3 million people have taken the ENERGY STAR pledge to save energy, and it is an Earth Day favorite for many of our partners.

On Earth Day, April 22, we will also be hosting an **Earth Day Twitter Chat!** Share energy-saving tips with your followers, and celebrate all the ways your organization helps save energy and money, and protect the climate. Please contact changetheworld@energystar.gov if you plan to join us and learn how you can make the most of our chat.

- **When:** April 22, 2019
- **Where:** Twitter!
- **When:** 2:00-3:00 p.m. EDT
- **How:** Use the hashtag **#ENERGYSTARChat** to join the conversation!



"If Earth Could Shop" graphics available

Interested in More Ways to Celebrate?

ENERGY STAR offers other tools to help you celebrate Earth Day on April 22 and every day, including:

- **Ways to Save Tips Web Service:** Help your website visitors learn even more about saving energy this Earth Day by leveraging the ENERGY STAR [Ways to Save Tips web service](#). The service provides subscribers an ongoing stream of ENERGY STAR branded, energy-saving tips that automatically refresh with each visit to your website. Tips can be customized to highlight select product categories. Not only is this automated service kept up-to-date by EPA, requiring no maintenance on your part, its fresh and frequent content supports search engine optimization, increasing overall traffic to your site with engaging consumer content.
- **For Kids:** If you are hosting Earth Day events where there are kids, the [ENERGY STAR Lorax Activity Book](#) is perfect. Easy to download and print, the activity book leverages themes from the Lorax to educate kids about the environmental benefits of saving energy, while they are having fun. We also have an [Earth Day Kids Pledge](#) just for kids to help educate them on how they can be part of the celebration.



Once again, you can find all these materials under [Earth Day Outreach Ideas](#) on the ENERGY STAR marketing materials page. Please let us know if you have any questions.

We are looking forward to celebrating Earth Day with you and making a big difference, together. Thank you!

The ENERGY STAR Communications Team

Food Lion's customized Pledge Driver page



Food Lion LLC

Food Lion, based in Salisbury, N.C., since 1957, has more than 1,100 stores in 10 Southeastern and Mid-Atlantic states and employs more than 65,000 associates. All Food Lion trademarks and logos are owned by Food Lion. Any use of these trademarks requires prior approval by Food Lion. ENERGY STAR has been granted approval for the limited use of the Food Lion logo on the dedicated Food Lion ENERGY STAR Pledge URL.

[Upload an event to display on this page](#)

Cumulative Participation Highlights*

Goal for the Year:	325,000 lbs of ghgs
Current Total:	69,086,762 lbs of ghgs
Percent to Goal:	21257%

Questions about your Goal?

If you have questions about setting or changing your goal, please email

changetheworld@energystar.gov.

Cumulative Savings Breakdown*

Greenhouse Gas Emissions:	69,086,762 lbs
Pledge Actions:	21,720
Dollars:	\$5,322,132
kWh:	35,130,847
BTUs:	89,901,104,414

[See Pledges by Action Item](#)

*Savings shown are cumulative as of April 22, 2016

Archived Campaign Success

Select a Campaign Year:

Results for Change the World Campaign 2015-2016

Greenhouse Gas Emissions (lbs.)	119,524,778
Dollars	\$8,380,208
kWh	71,251,122
BTUs	60,048,368,172

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, people across America have looked to EPA's ENERGY STAR program for guidance on saving energy, saving money, and protecting the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Visit www.energystar.gov



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