



## ENERGY STAR® Earth Day 2023 Toolkit Now Available!



Dear ENERGY STAR Partners,

The US Environmental Protection Agency's ENERGY STAR program is happy to provide the 2023 Earth Day toolkit, complete with messaging and social and banner graphics to support your participation in our celebration of a clean energy future.

We invite all partners to join us for Earth Day and throughout the month of April in raising our collective voices to help protect the climate. Leveraging what we have learned through consumer research, including positive interest in a clean energy transformation and trust in ENERGY STAR as a guide, we look to inspire all Americans to make energy choices that count for their families and the planet.

The Earth Day Toolkit includes participation details and ready-to-use digital content, designed for easy integration into your existing Earth Day celebration efforts – whether external to your customers or internal to employees or both.



[Download the Earth Day 2023 Toolkit Here!](#)

*Sample web banner from toolkit*



Like last year, the ENERGY STAR program will be supporting the campaign through paid media as well as amplifying your social shares, including Facebook, Twitter, and LinkedIn through likes, retweets, and re-posts throughout Earth Week starting Monday, April 17<sup>th</sup> and

culminating in our social sharing event on Friday, April 21<sup>st</sup>. On that day, we will unveil our new aspirational video encouraging all Americans to be part of the clean energy future and encourage our partners to share it. Partner social on that day as well as throughout Earth Week that promotes ENERGY STAR Earth Day messages and tags us [@ENERGYSTAR](#) will be amplified.

Paid and organic media will connect audiences to our new Earth Day campaign landing page, [energystar.gov/CleanEnergyFuture](http://energystar.gov/CleanEnergyFuture), with information and resources, including links to recommended ENERGY STAR home upgrades and product rebates and tax credits. Also, like last year, the page will feature logos from partners who plan to join us on social April 21<sup>st</sup>.

If you are interested in participating, **send us an email with a png file of your organization's logo by March 31<sup>st</sup>. In that same email, please include a written commitment that you will both amplify our messages and post your own Earth Day messages tagging @ENERGY STAR.**

- Utility Partners: [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov)
- Retail and Manufacturer Product Partners: [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov)

We look forward to collaborating with you on Earth Day to help all Americans to be part of the clean energy future.

The ENERGY STAR Communications Team

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