



## Efficient Lighting Celebration: November 15<sup>th</sup>, 2023



Dear ENERGY STAR® Stakeholder,

In recognition of our shared commitment to promote energy efficient lighting products that help consumers save energy and money, the Environmental Protection Agency (EPA) is pleased to announce our plan to promote ENERGY STAR certified Lighting products and celebrate their impact on the lighting industry. ENERGY STAR certification for lighting products has been critical to the success of the ENERGY STAR program since its launch in 1997. Since then, it is estimated that ENERGY STAR certified bulbs alone have resulted in electric energy savings of over one trillion kWh, equivalent to the annual carbon sequestration of over 800 million acres of forests in the United States.



Through this remarkable collaboration lasting over 25 years, ENERGY STAR along with our partners have helped transform the lighting market and foster widespread adoption of energy efficient lighting. We sincerely thank all of you who have been a part of this success story over the years, and we invite you to take a bow! To celebrate our shared success and extend our thanks to all of you for your contributions to the ENERGY STAR program, the EPA invites you to join us for a **Virtual Efficient Lighting Celebration on November 15<sup>th</sup>, 2023.**

### Lighting Materials and EPA Recognition

This year, our team is excited to expand upon our typical lighting product promotion and include some new materials that celebrate the long history of achievements with the ENERGY STAR Lighting Program. Our team has created a combination **Lighting Celebration and Marketing Toolkit** which includes messaging, graphics, fact sheets, videos, as well as an engaging library of promotional content – for both celebrating your contributions to the lighting industry as well as promoting ENERGY STAR certified lighting products in this final year. We invite you to share the materials that we curated in our toolkit or create your own unique content!



## [Download the ENERGY STAR Lighting Celebration Toolkit](#)

Like past promotions, we will support your lighting marketing efforts with our own paid media spurring Americans to change a light and change the word and light their moments with ENERGY STAR certified lighting. We will launch the promotion on our day of celebration, November 15<sup>th</sup>, and continue promoting lighting through to early December. We will drive traffic both on the day and throughout the promotion to a new landing page that features our collective contributions to transform the lighting market and promote widespread adoption of energy efficient lighting products, including links to product finder and rebates as well as a spotlight on partners that have joined us through the years.

If you market lighting directly or through a program, please join us for our Virtual Lighting Celebration social sharing event on November 15<sup>th</sup> as well as throughout the promotion timeframe. We will be posting fun and engaging content, both new and old, that celebrates the impacts of the ENERGY STAR lighting program and showcases the fantastic materials and outreach that we've created along the way. We ask that you please interact with content that ENERGY STAR will be posting throughout the day, and also share your own achievements with your followers. We will then continue to promote lighting with our Light the Moment messaging into December.

### How to Participate

**When:** Wednesday, November 15<sup>th</sup>, 2023

**Where:** Facebook, LinkedIn, X (Twitter)

To join the celebration on **November 15<sup>th</sup>**, we ask that you engage with content we will be posting throughout the day on our own social media channels. Additionally, if you would like to celebrate your own achievements in the ENERGY STAR lighting program, we ask that you **please tag us using @ENERGYSTAR** so that we can find and amplify your posts. If you plan to participate, we ask that you reach out to share your plans for participation, and we will recognize you for your contribution.

If you have any questions or plan to participate in the celebration, please email us at [jones.leslie.a@epa.gov](mailto:jones.leslie.a@epa.gov).

Thank you, and we hope to see you online!

The ENERGY STAR Communications Team

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