

## Join the February *Rule Your Attic!* Promotion



Greetings!

Thanks to many of you for promoting the Rule Your Attic! (RYA) consumer outreach campaign in the past. We are *now* doing a special concentrated promotion to encourage homeowners across the country to check their attic insulation levels and help control their heating bills— especially during this cold and snowy season. We would like to encourage your participation to help get the word out. You can find the **Rule Your Attic!** Overview documents for [Stakeholders](#) (programs) and [Contractors](#) through these links.

Here's the plan:

- We are posting daily about **Rule Your Attic!** and insulation on [Facebook](#) and [Twitter](#) over the next couple of weeks. Check our site(s) and look for postings in your social media feed. Also, please consider 'liking' and 'sharing' our posts to help spread the message.
- Please consider using the **Rule Your Attic!** campaign content to promote your program offerings, products, and/or services to help homeowners solve their insulation comfort problems and reduce energy use. You can easily create your own posts featuring Rule Your Attic! from our free resources – graphics, gifs, videos, templates, how-to content:
  - Rule Your Attic Toolkit (content) Websites for [Stakeholders](#) (programs)
  - Rule Your Attic Toolkit (content) Websites for [Contractors](#)
- Please use the hashtag **#RuleYourAttic** in your posts to help spread the message.

Thanks again, and please don't hesitate to contact us with questions or comments at [insulation@energystar.gov](mailto:insulation@energystar.gov).

Best regards,

Doug

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