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Dear ENERGY STAR Partners,

The Environmental Protection Agency is pleased to announce the kick-off of our 2019 cooling season promotions featuring ENERGY STAR. There is still time for partners to get involved. The promotions include a range of products and best practices that your customers can use to save energy, save money, and protect the climate all summer long. ENERGY STAR offerings are highlighted below and everything you need to get involved can be found on the [marketing materials web page](#).



### **Brand New! Cooling Season Ask the Expert Video**

ENERGY STAR is excited to release a brand new Ask the Expert video, featuring tips and best practices for saving energy this summer. Both home owners and renters at every economic level can benefit from energy efficient product purchases and practices, and this video will give them the blueprint for achieving their energy saving goals.



From sealing and insulating, to purchasing certified room air conditioners and smart thermostats, this video takes the viewer step-by-step throughout the home with energy efficiency in mind. Partners are invited to use this video on your websites and on social media, as a simple and engaging way to educate followers about saving energy during the hottest months of the year.

### **ENERGY STAR Certified Room Air Conditioners - The Cool Choice for Room AC**

Certified room air conditioners will play a major role in ENERGY STAR's cooling season promotions, as we work with partners to educate consumers on the benefits of looking for the trusted blue label for energy-savings and increased comfort. This promotion will target audiences (e.g., multi-family) most inclined to seek out a room air conditioner, focusing on low to middle income, the elderly, and Spanish speaking audiences as well as a secondary audience of young, urban professionals.



ENERGY STAR has developed engaging, educational assets to reach these audiences, including short 15-second videos featuring energy-saving advice from pets, a 30-second Spanish-language video, and additional social media content. From retail POP building blocks, to fact sheets and digital content, partners can find everything they need to participate on the marketing materials web page.

## ENERGY STAR Certified Smart Thermostats - The Smart Choice Made Simple

Properly using your thermostat is a great way to save energy in the summertime, and an ENERGY STAR certified Smart Thermostat makes saving simple. During the cooling season ENERGY STAR will work with partners to educate consumers on the benefits of certified smart thermostats, showing them what differentiates ENERGY STAR models from others on the market. Similar to the room air conditioner promotion, ENERGY STAR will showcase cute and cuddly pets in 15-second videos, showing how a certified model can help everyone in your home save energy and stay comfortable all summer long.



ENERGY STAR will reach homeowners in markets with active smart thermostat programs via an integrated campaign including multiple creative assets placed on YouTube/GDN and through social media, including Facebook and Instagram.

To further support partner outreach efforts, ENERGY STAR has created a suite of educational assets including point-of-sale materials, info-graphics, web widgets, and retail fact sheets to aid in the promotion of this popular product. All assets can be found on the marketing materials web page.

### Save The Date! Cooling Season Twitter Chat



ENERGY STAR is excited to join our partners to educate consumers on the best ways to save energy, save money, and protect the environment this summer. Join us for our Cooling Season Twitter Chat on Thursday, June 27th at 2 pm ET, and show the Twitterverse how your organization can help everyone save energy. Just follow the hashtag #ENERGYSTARChat.

The ENERGY STAR team is excited to work with you to promote ENERGY STAR this cooling season. Please let us know your interest in participating, as well as your promotional plans, so we can best coordinate our efforts.

The ENERGY STAR Communications Team  
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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](http://www.energystar.gov) today.



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