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Dear ENERGY STAR Partners,

The ENERGY STAR *Laundry Made Better* promotion kicks off this month. The Environmental Protection Agency (EPA) looks forward to working with partners to educate consumers about the financial and environmental savings to be gained from choosing certified laundry products. ENERGY STAR certified clothes washers and dryers are 25% and 20% more efficient, respectively, than standard models, saving your customers \$380 over the lifetime of the washer, and even more with a certified dryer. Join in on this promotion and help your customers save energy, money and the planet with each and every load.



**FROM
LAUNDRY DAY...**

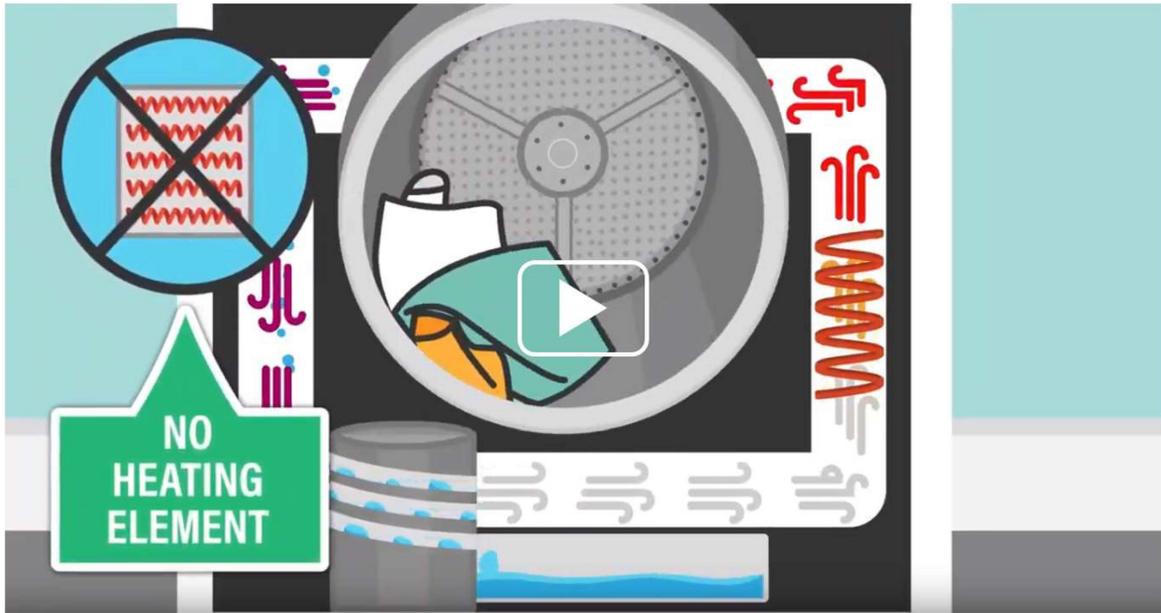
TO LAUNDRY YAY!

The target audience for this promotion is families and homeowners, with the goal being to educate them on the benefits of ENERGY STAR certified laundry products. Outreach will include display banner ads and a robust paid social promotion featuring engaging imagery and video. ENERGY STAR is working with YouTube stars Ellie and Jared on a new influencer video to encourage their significant audience to look for the ENERGY STAR label on laundry products.

E ENERGY STAR Branded Laundry Materials

A suite of ENERGY STAR branded materials are available to partners, including:

- Social media messaging and graphics
- Web buttons
- Infographics
- Retail signage
- [Laundry Everyday video](#) ad featuring the benefits of ENERGY STAR certified clothes washers and dryers for Dads
- **NEW IN 2019:** ENERGY STAR has produced a video featuring the high-tech energy efficiency benefits of ENERGY STAR certified [heat pump dryers](#). This video takes viewers step-by-step through the drying process, showcasing why this new technology is one to consider for their next purchase.



Get Materials

We are excited to continue working with our partners to help spread the word about the benefits of ENERGY STAR certified laundry. Please let us know how we can assist in making your promotion successful.

The ENERGY STAR Communications Team
changetheworld@energystar.gov

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 today.



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