



Electric Water Heater Promotion



Dear Partner,

The Environmental Protection Agency is pleased to update you on plans for this Fall's ENERGY STAR certified heat pump water heater promotion. With re-instated federal income tax credits, we have updated messaging and materials for a late October launch. We are excited to be supporting market acceleration of this super-efficient technology that will save homeowners thousands on their energy bills and help them transition from fossil fuels to a clean energy future.

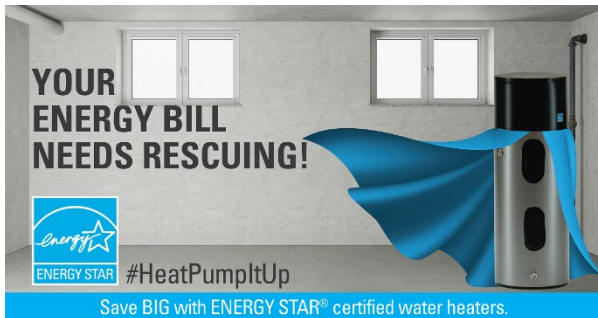
We are also pleased to join forces with the Advanced Water Heater Initiative (AWHI) in celebration of the first Heat Pump Water Heater Day on October 26. As such, we plan to launch our promotion on that date and join AWHI and its stakeholders in a day of amplification on social media around this game-changing technology. Join us for an entire day dedicated to heat pump water heater education and awareness.



We've updated the [Water Heater Partner Toolkit](#) to reflect the latest set of marketing materials, including social graphics and sample posts for partners to join us on Heat Pump Water Heater Day (#HeatPumpItUp) along with numerous other co-brandable materials, to customize and use for your outreach efforts.

ENERGY STAR will support the water heater promotion with Google display ads and paid social media leveraging high-performing creative from our last promotion with higher than average click-through-rates – all driving traffic to our updated heat pump water heater guide

with comprehensive information, including the value proposition and buying guidance with easy access to incentives and trained installers.



Sample social graphic and partner banner

We hope that you will seize this opportunity to engage your customers around the many benefits of heat pump water heaters that deliver big on energy, money and environmental savings by joining us for Heat Pump Water Day and the ENERGY STAR water heater promotion.

- Utility Partners: eeaccountmanager@energystar.gov
- Retail and Manufacturer Product Partners: changetheworld@energystar.gov

The ENERGY STAR Communications Team

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