



The Time is Right... The National Refrigerator Retirement Campaign

May–July 2008

With September 2008 Celebration Event

Appliance Partner Meeting

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The Time is Right... Campaign Goals



- Leverage the timing of the new criteria
- Encourage refrigerator retirement
- Collaborate with partners

On a national scale...
... to reach the consumer

The Time is Right...



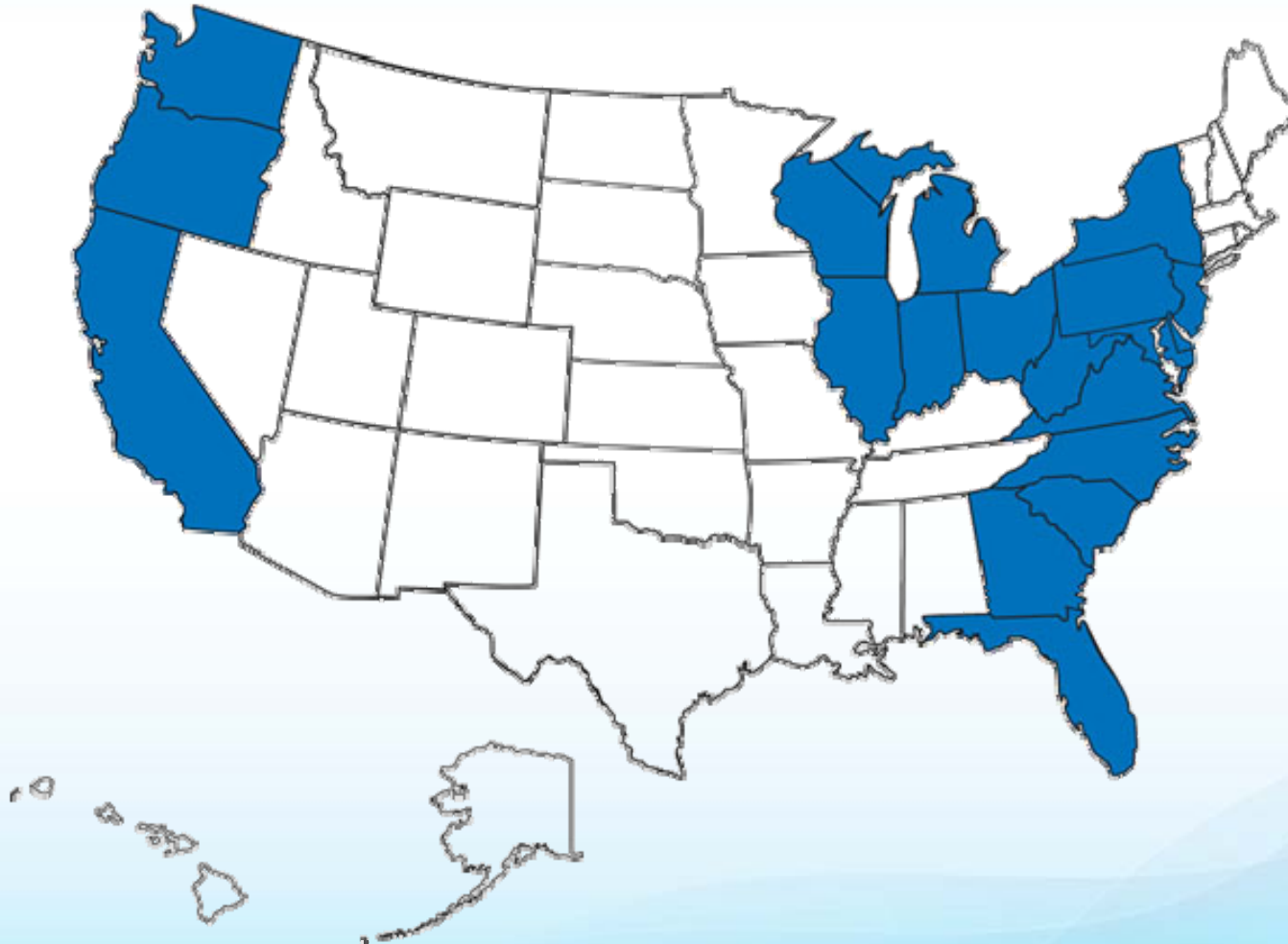
Why Now?

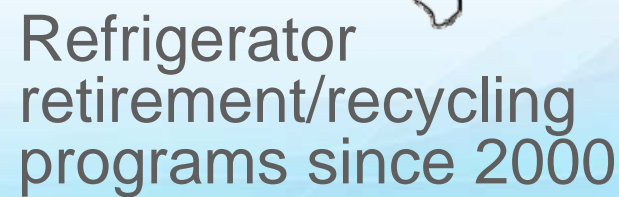


The Time is Right...

- Millions of old second refrigerators
- Huge energy usage = Huge energy cost
- Summer is the peak sales period
- Close out old criteria models, phase in new criteria models
- EEPs refrigerator retirement programs on the rise

Where are the 2nd Fridges?





The Time is Right... Campaign Elements



- Promote current & planned partner-led programs
- National spokesperson
- Video challenge
- Celebration event in Washington, D.C.
- Web site

The Time is Right...

Promote Partner-Led Programs



- Provide awareness through campaign website
- Suggest opportunities for collaboration between partners, where feasible
- Partners are invited to send a “representative old” refrigerator, decorated for the celebration event



The Time is Right...

National Spokesperson



- National spokesperson to add excitement, news, call to action
- Spokesperson role:
 - Web site
 - PSAs
 - Media tour at launch
 - Emcee celebration event, appear in celebration video



The Time is Right... Video Challenge



- YouTube videos submitted May – July, 2008
- Videos viewable from campaign website
- Web site visitors vote for favorite
- Winners to attend D.C. celebration event
- Winners create new video with campaign spokesperson



The Time is Right... Celebration Event



- Washington, D.C., Sept. 2008
- Feature “Art Fridges”
- Emceed by spokesperson
- Video challenge winners invited to attend
- New video/PSA developed



The Time is Right... Website



- Enter video challenge or vote for favorite
- PSAs, fun facts, recycling information
- Links to:
 - ENERGY STAR refrigerator calculator
 - Link to ENERGY STAR deal finder
 - Partner-sponsored retirement/recycling programs
 - Partner Resources

The Time is Right...

Partner Resources



- Ready-to-use messages
- Website with downloadable toolkits
 - Program Template
 - Web banners
 - Fun facts
 - PSAs
 - POP materials
 - Bill stuffers

The Time is Right... Partner Participation



- Financial incentives
- Recycler support
- Partner participation is crucial to the success of this national effort

Stay Tuned...



Additional National Refrigerator Retirement
Campaign details to be announced...

www.RecycleMyOldFridge.com

To begin construction later this fall.