



ENERGY STAR® Rule Your Attic



Dear Partners and Stakeholders,

Join the Environmental Protection Agency, utilities, retailers, manufacturers, energy-efficiency programs, and contractors in the ENERGY STAR [Rule Your Attic!](#) promotion to save energy by improving America's under-insulated homes. In homes across America, poorly sealed and under-insulated attics are taking money out of homeowners' pockets in the form of high utility bills.

The ENERGY STAR [Rule Your Attic!](#) promotion provides a simple messaging platform to educate homeowners on the problem of under-insulated homes and encourage homeowners to pursue attic insulation projects, by connecting them to trusted contractors and DIY resources.

EPA ENERGY STAR will be promoting Rule Your Attic through a paid social effort that will begin the week of October 17th, driving traffic to our landing page that features guidance for consumers on checking and improving their attic insulation. Since 2014, our promotional efforts have earned more than 37 million social media impressions for the campaign, and this number continues to grow.

To support your participation, please see our [Rule Your Attic! 2022 Toolkit](#) including how-to videos, blogs, social media graphics, and messaging that can be leveraged through your own channels. We encourage partners to join us on social with the #RuleYourAttic during this time and we will engage with your posts and amplify your messages. Let's see how far our collective voice can reach.

[Rule Your Attic! 2022 Toolkit](#)

As always, we appreciate your partnership and the great work you do to help your audiences save energy with ENERGY STAR. If you have any questions or comments regarding the campaign, feel free to reach out to us at insulation@energystar.gov.

Best regards,

The Seal and Insulate with ENERGY STAR Team

ENERGY STAR is the simple choice for energy efficiency. To manage the types of emails you receive from ENERGY STAR, visit the [subscription center](#).