



## Save the Date: ENERGY STAR® Day Tuesday, October 23<sup>rd</sup> 2018



Dear ENERGY STAR Partners,

ENERGY STAR Day is an annual celebration during which the Environmental Protection Agency (EPA) and ENERGY STAR partners, as well as individuals across the country, come together to celebrate the benefits of energy efficiency. This year, our special focus will be highlighting the benefits of ENERGY STAR certified products for underserved, hard-to-reach audiences.

For anyone interested in participating, we will be making available a toolkit of campaign materials that features digital content (see example below)—including social media graphics, web banners, and a short, inspirational video—customized to this audience to help educate and motivate energy-saving actions with ENERGY STAR. The theme of these materials will be: *Save Today; Save Tomorrow; Save for Good.* In addition, EPA will share findings from a customer segmentation study using Claritas Prizm data that could inform outreach you may be interested in doing to this community.

Throughout the month of October, ENERGY STAR will be featuring resources and opportunities tailored for underserved audiences. Our media efforts and the digital content we share with partners will drive traffic to an ENERGY STAR Day campaign landing page.



If you have initiatives or special deals targeted to this audience around ENERGY STAR certified products, please let us know so we can include them. In addition to connecting consumers with the offerings of our partners, we will be featuring the ENERGY STAR [Best Value Finder](#)—a tool that provides real-time price and location information on ENERGY STAR certified products sorted by least cost.

We plan to have the ENERGY STAR Day digital toolkit available by mid-August and will send a link. In the meantime, feel free to contact Jill Vohr ([Vohr.Jill@epa.gov](mailto:Vohr.Jill@epa.gov)) with questions, ideas, or to share program offerings you want us to highlight. We look forward to working with you in support of **ENERGY STAR Day 2018 on October 23<sup>rd</sup>** and throughout October.

Sincerely,

The ENERGY STAR Communications Team

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.



This email was sent by:  
EPA (Climate Protection Partnerships Division) - ENERGY STAR  
1200 Pennsylvania Ave NW, Washington, DC, 20460 US