



# ENERGY STAR® Rule Your Attic



Dear Partners and Stakeholders,

The 2022 Rule Your Attic promotion begins today! Join the EPA, utilities, retailers, manufacturers, energy-efficiency programs, and contractors in our efforts to help Americans save energy and money by properly sealing and insulating their 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 alongside our efforts to educate consumers about the new ENERGY STAR Home Upgrade – a set of the six most impactful energy-efficient upgrades that a homeowner can implement to save energy and money. These efforts will work together to highlight the impact and benefits of proper sealing and insulation, and drive traffic to our content that guides consumers on how to take action. Since 2014, our Rule Your Attic promotional efforts have earned more than 37 million social media impressions, and this number continues to grow. This promotion will run for three weeks beginning October 17<sup>th</sup> on social media. Please join us by promoting Rule Your Attic on social media as well as any other promotional channels, such as blogs, articles, emails, or your website.

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 hashtag **#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](mailto:insulation@energystar.gov).

Best regards,

The Seal and Insulate with ENERGY STAR Team

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