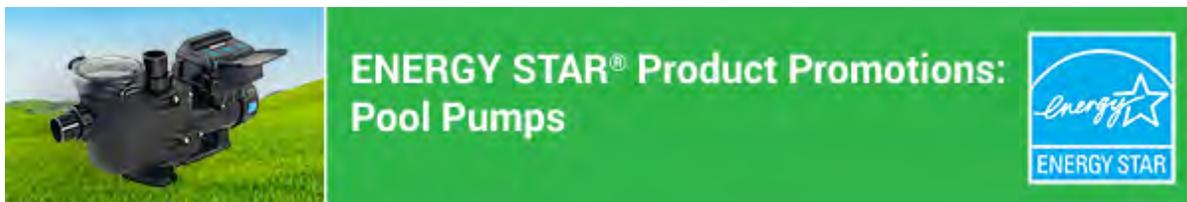


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Dear ENERGY STAR Partners,

The 2019 ENERGY STAR pool pumps promotion—*Make a Savings Splash*—is set to launch mid-March and the Environmental Protection Agency (EPA) invites partners to join us as we educate consumers on the tremendous savings potential associated with these products. Pool pumps that have earned the ENERGY STAR use up to **65%** less energy than conventional pool pumps, saving your customers up to **\$445** per year in energy costs. Join EPA in promoting these energy-saving products, and help your customers realize substantial savings from what could be the second-largest energy user in their home.

[Get Materials](#)

An exciting new element of ENERGY STAR's 2019 promotion is the addition of above-ground pool pumps and booster pumps. Along with in-ground pool pumps, the benefits of looking for the ENERGY STAR when selecting these products will be promoted through a suite of new and updated materials, including in-store signage, fact sheets, graphics, and video content.



EPA will use digital video content to promote the energy-saving benefits of these products via a YouTube/Google Display Network (GDN) strategy to drive clicks to the ENERGY STAR promotions page. ENERGY STAR will promote our pool pump videos on YouTube, followed by a remarketed digital banner ad campaign to increase conversion rates. The YouTube/GDN remarketing strategy will target pool owners in regions where there are active programs promoting ENERGY STAR. All of this will be supplemented by boosted social media on our Facebook and Twitter accounts.

Thanks to all our partners who plan to participate. To date, we have eight energy efficiency program sponsors involved, representing more than 7.5 million households!

- Hawaii Energy
- Baltimore Gas and Electric Company (BGE)
- Southern Maryland Electric Cooperative (SMECO)
- Consumers Energy
- El Paso Electric
- AEP Ohio
- PECO

- Entergy Texas

There is still time to join us and benefit from EPA's outreach to your customers about the big savings associated with certified pool pumps, as well as the generous rebates available. We look forward to adding your name to the list of participants.

The ENERGY STAR Communications Team

[changetheworld@energystar.gov](mailto:changetheworld@energystar.gov)

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.



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