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Dear ENERGY STAR Partners,

The Environmental Protection Agency (EPA) is preparing to launch this Fall's ENERGY STAR lighting promotion this month to coincide with the end of daylight savings time and peak lightbulb sales. This year we are excited to build on the past success of the *Light The Moment* promotion with an added focus on hard-to-reach consumer segments, including low-income and Spanish speaking. This is an audience that may not have yet benefitted from the lower priced, ENERGY STAR certified bulbs now available across the country and represents a missed opportunity to offer energy-savings to those who may need it most.

To capitalize on remaining available savings and reach all consumers with the benefits of ENERGY STAR lighting, we have supplemented our aspirational *Light The Moment* digital creative with assets that deliver the more practical dollar savings message. These assets are designed to drive traffic to the online [ENERGY STAR Best Value Finder](#) tool, where audiences can readily find local deals and rebates. Our 2018 media plans include not only paid promotions of the [ENERGY STAR Light the Moment video](#), but a new geo-targeted mobile ad campaign to reach underserved consumers and connect them to available low-cost, energy-saving ENERGY STAR certified LED bulbs. These mobile ads will focus on the practical benefits of choosing ENERGY STAR while featuring links to the ENERGY STAR Best Value Finder.

A variety of supporting materials and tools are available on the [ENERGY STAR marketing materials](#) webpage, including a *Light the Moment* fact sheet featuring all the benefits of ENERGY STAR, our [ENERGY STAR Choose a Light Guide](#) to help consumers navigate the complex process of finding the best replacement bulb, as well as web buttons, infographics, and our popular seasonal *Light the Moment* social media graphics.

[Get Materials](#)



Thanks to the many of you who plan to participate. To date, we have 21 energy efficiency program sponsors involved representing more than 25 million households!

- AEP Ohio
- Ameren Illinois
- CenterPoint Energy (TX)
- Mass Save
- New Hampshire Electric Cooperative, Inc.

- Central Hudson
- ComEd
- Con Edison Company
- Consumers energy
- Energize CT
- Eversource (NH)
- Focus on Energy
- Hawaii Energy
- Liberty Utilities
- PECO
- PSEG Long Island
- Public Service Company of Oklahoma
- Sacramento Municipal Utility District
- Turlock Irrigation District
- UGI Utilities
- Unitil (NH)

There is still time to join us and benefit from the ground swell from *Light the Moment* as well as its extension into hard-to-reach. Please join us to get the most out of the savings still available with lighting.

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](#)



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