



## ENERGY STAR® Holiday Gift Guide



Dear ENERGY STAR Partners,

The Environmental Protection Agency invites you to participate in Twelve Days of ENERGY STAR featuring our Holiday Gift Guide and Gifts that Do A World of Good.

This year, giving the gift of energy savings and a healthy planet for all means so much more. We plan to launch the promotion on Cyber Monday, November 29<sup>th</sup> and continue for three weeks with daily social messages on Facebook and Twitter, each featuring one of the many product categories included in the ENERGY STAR Holiday Gift Guide. We will also highlight participating partners with products and programs, including special deals, that feature ENERGY STAR as gifts that do a world of good as part of our Gift Guide landing page ([2020 Gift Guide here](#)) and throughout social media. If you are interested in sharing your holiday deal on an ENERGY STAR certified product gift, let us know and we will schedule you for one (or more) of our Twelve Days of ENERGY STAR holiday social calendar.

We hope that you will join us in amplifying the holiday savings message with our [Twelve Days of ENERGY STAR Toolkit](#) – complete with digital assets for you to leverage on social, through point-of sale web banners, and more to get the word out about Gifts that Do A World of Good for your loved ones and the climate.

Past holiday promotions have resulted in more than 2.5+ million impressions—all driving traffic to the Holiday Gift Guide, which links to partner web pages highlighting holiday deals and rebates on ENERGY STAR certified products as well as to utility partner marketplaces.

We will be working with interested partners to set up the holiday social calendar and will be distributing that as soon as we have everything scheduled.

We look forward to your participation to celebrate giving a world of good to all this holiday season.

Please do not hesitate to reach out to us if you have any questions.

ENERGY STAR  
Sponsored

When you choose ENERGY STAR certified electronics, appliances, and other products, your gift will be doing a world of good for your loved ones, saving them energy and money and protecting the planet. Plus, with holiday deals from ENERGY STAR partners, they're good for you too!

**GIFTS THAT DO  
A WORLD OF GOOD.**

Look for the ENERGY STAR® Label and Give a World of Good!

ENERGYSTAR.GOV  
Give a World of Good [Learn More](#)

*Paid Facebook and Instagram*

- Utility partners, please contact your account managers at [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov).
- Manufacturer partners, please contact us at [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov).

The ENERGY STAR Communications Team

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This message was sent to you on behalf of ENERGY STAR. Each ENERGY STAR partner organization must have at least one primary contact receiving e-mail to maintain partnership. If you are no longer working on ENERGY STAR, and wish to be removed as a contact, please inactivate your contact role status in your MESA account. If you are not a partner organization and wish to opt out of receiving e-mails, please contact [EnergyStarProducts@energystar.gov](mailto:EnergyStarProducts@energystar.gov).