



## 50<sup>th</sup> Anniversary of Earth Day



Dear ENERGY STAR Partners,

Earth Day is coming up on April 22nd and although it's a challenging time, the ENERGY STAR program would like to take this moment on the 50th anniversary to recognize the leadership demonstrated by our partner organizations to support a healthier environment. We invite you to join us if it makes sense for your organization at this time.

**To participate, we are asking our partners to share the [Earth Day video on Twitter and other social platforms on April 22.](#)**

This year's campaign is a unique initiative that features the combined benefits of energy efficiency and green power as the path toward a clean energy future. Partners are invited to promote their efforts to support a healthy planet and inspire all Americans to do the same.

### How to Participate

**When:** Wednesday, April 22nd, 2020 (all day)

**Where:** Twitter (and other social media platforms)

**How:**

1. Sample post:

- Protecting the planet starts with all of us. This Earth Day and every day, we're proud to partner with @ENERGYSTAR to do our part. Together, we can create a more sustainable future.  
#EnergyChoicesCount  
<https://youtu.be/t2ww1ABJG1Q>



Protecting the planet starts with all of us. This Earth Day and every day, we're proud to partner with @ENERGYSTAR to do our part. Together, we can create a more sustainable future. #EnergyChoicesCount



ENERGY STAR: Earth Day 2020  
This Earth Day, let's celebrate action and smart energy choices—big and small. Companies, families, and people are paving the way to a clean energy future an...  
[youtube.com](https://youtu.be/t2ww1ABJG1Q)

2. Feel free to modify the post to fit your organization, but please remember to:

- Include the link to the YouTube video

- Include the hashtag #EnergyChoicesCount
- Tag ENERGY STAR: On Twitter, simply type "@ENERGYSTAR". On Facebook, begin typing "@ENERGY STAR" and choose the ENERGY STAR Facebook Page from the drop-down list. Note that ENERGY STAR does not have a LinkedIn account.

ENERGY STAR will be engaging with your social shares throughout the day and we will also be amplifying the Earth Day campaign through paid media efforts on social and through native article placements in papers across the country.

Thank you for serving as a leader on climate and inspiration for others.

Happy Earth Day!

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ENERGY STAR® is the simple choice for energy efficiency. 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 update your contact status in your [MESA](#) account. If you are having trouble accessing MESA, please email [energystarproducts@energystar.gov](mailto:energystarproducts@energystar.gov).



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