

ENERGY STAR®

# Flip Your Fridge Marketing & Materials Plan





SAVE TODAY. SAVE TOMORROW.  
SAVE FOR GOOD.

# ENERGY STAR Flip Your Fridge

## Marketing Materials Overview

Welcome to the ENERGY STAR Flip Your Fridge promotion. The following slides provide an overview of available marketing materials, including messaging and creative resources, with easy links to facilitate access.

Partners are encouraged to use these materials as is or to mix and match to create your own look and feel.





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## ENERGY STAR Marks & Identifiers

- Including the ENERGY STAR mark as a visible feature on marketing materials lends credibility, trust, and brand awareness. It serves as an implicit seal of approval and helps differentiate the product.
- Partners should always use the certification mark when referencing ENERGY STAR certified refrigerators. Partners can also use these “logo lock-ups” to indicate certification along with conveying the energy and money savings and environmental benefits of certified refrigerators.



SAVE ENERGY SAVE MONEY  
Protect the Planet

Link to [ENERGY STAR Benefits Identifier](#)



FLIP YOUR FRIDGE  
Cool for You & the Planet

Link to [Flip Your Fridge Text Identifier](#)





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## ENERGY STAR Marks & Identifiers

- ENERGY STAR also offers several options with the Flip Your Fridge icon, both with and without the “Cool for You. Cool for the Planet.” tagline. The Recycle and Save version is intended for partners promoting recycling of old secondary refrigerators.



Link to [Flip Your Fridge Graphic Identifiers](#)

Link to [Flip Your Fridge Recycle Identifiers](#)



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## Flip Your Fridge Messaging

- The Flip Your Fridge messaging document includes educational content and the latest savings facts for you to integrate into your materials, as needed, to help promote the benefits of ENERGY STAR certified refrigerators across your outreach channels.

[Link to Flip Your Fridge General Messaging](#)



### ENERGY STAR® Flip Your Fridge

Key Messaging

**General Messaging**

- It's time to Flip Your Fridge. Replace your old refrigerator this spring with a new ENERGY STAR certified refrigerator to save energy, save money and help protect the planet.
- Replacing your old refrigerator with a new one that has earned the ENERGY STAR could save you more than \$220 over the lifetime of the refrigerator.
- If all old refrigerators were replaced with ENERGY STAR certified refrigerators, Americans would prevent more than 5.6 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from approximately 550,000 vehicles.
- Make sure your old refrigerator is properly recycled to prevent even more greenhouse gas emissions and help preserve precious resources.
- Save even more with a utility rebate toward the purchase of a new ENERGY STAR refrigerator or the cost of recycling your old one. Visit [energystar.gov/flipyourfridge](http://energystar.gov/flipyourfridge) for more information about offers in your area.

**Replacing Your Old Refrigerator Saves Energy, Money, and the Environment**

- On average, an old refrigerator could use 35% more energy than a new ENERGY STAR refrigerator.
- How old is your refrigerator? Replacing an old refrigerator with one that has earned the ENERGY STAR and properly recycling the old one could save you more than \$220 and reduce your carbon footprint by 5,200 pounds of CO<sub>2</sub> over the lifetime of the product. It's cool for you and cool for the planet. Many utilities are offering special offers and rebates on ENERGY STAR certified refrigerators – plus additional rebates to help recycle your old refrigerator.
- A new ENERGY STAR certified refrigerator uses less energy than a 60-watt incandescent light bulb.
- If all old refrigerators in the United States were replaced with an ENERGY STAR certified refrigerator, Americans would:
  - Save more than \$295 million in annual energy costs.
  - Prevent more than 5.6 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from approximately 550,000 vehicles.
  - Reduce their energy consumption equivalent to the annual electricity use of nearly 300,000 homes.

\*Note: "old" refers to refrigerators more than 15-years old

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January 2021

ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).

**Your Fridge Promotion**

**Refrigerator**

Refrigerator in your basement or garage, you could be wasting more energy. Replacing it with a new ENERGY STAR certified refrigerator will save you money and properly recycling it could prevent more than 5,200 pounds of greenhouse gas emissions. Many utilities offer rebates to help you properly recycle your old refrigerator. So, Flip Your Fridge and save.

Refrigerator prevents the release of refrigerants and foams that contribute to global warming.

Recycling your old refrigerator prevents even more greenhouse gas emissions. On average, an old refrigerator could use 35% more energy than a new ENERGY STAR refrigerator. Replacing an old refrigerator with one that has earned the ENERGY STAR and properly recycling the old one could save you more than \$220 and reduce your carbon footprint by 5,200 pounds of CO<sub>2</sub> over the lifetime of the product. It's cool for you and cool for the planet. Many utilities are offering special offers and rebates on ENERGY STAR certified refrigerators – plus additional rebates to help recycle your old refrigerator.

**ENERGY STAR Certified Refrigerator**

Refrigerators, new ENERGY STAR certified refrigerators include energy efficiency performance benefits, including:

- Energy efficient compressors that create less heat and are often quieter than standard compressors.
- Insulation that is installed in doors and exterior walls to help food stay cold and prevent energy loss.
- Defrost and defrost mechanisms that help the refrigerator operate more efficiently, ensuring food is kept at the optimum temperature.
- Advanced temperature controls and improved temperature controls to keep your food fresh longer.

Refrigerators come in all the latest designs, including French door, top-mount freezer, with more efficient use of space and better energy efficiency.

Replacing your old refrigerator with a new ENERGY STAR certified refrigerator is a better choice for your home and the environment to replace your old refrigerator than to hang on to it. Replacing your old refrigerator with a new ENERGY STAR refrigerator offers you energy efficiency and environmental impact in half.

**Freezers**

- Recycle that old energy-wasting freezer and replace it with a new ENERGY STAR certified model. You'll save money and help protect the planet.
- Did you know that replacing your old energy-wasting freezer with a new ENERGY STAR certified model could save you nearly \$300 in energy costs over the lifetime of the freezer?

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ENERGY STAR® is the simple choice for energy efficiency. For more than 25 years, EPA's ENERGY STAR program has been America's resource for saving energy and protecting the environment. Join the millions making a difference at [energystar.gov](http://energystar.gov).



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## Flip Your Fridge Sample Social Media

- Sample social media posts include messaging and imagery that you can use as-is or customize as needed.

Link to [Social Media Posts](#)

Link to [Social Media Graphics](#)



It's time to #FlipYourFridge! This spring, replace your old refrigerator with a new ENERGY STAR certified model to save energy, save money, and help protect the planet!



ENERGYSTAR.GOV

**Flip Your Fridge!**

[Learn More](#)

Recycle that old energy wasting refrigerator and replace i...





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## Flip Your Fridge Fact Sheet - English

- Use the Flip Your Fridge Fact Sheet to engage your customers and educate them on the energy and rebate savings of certified refrigerators.
- The fact sheet is ready to download and print as-is, or customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

[Link to English Fact Sheet](#)



**FLIP YOUR FRIDGE**  
Cool for You & the Planet  
Learn more at [energystar.gov/flipyourfridge](http://energystar.gov/flipyourfridge)

### Flip Your Fridge and Save!

It's time to Flip Your Fridge! Why not recycle that old energy-wasting refrigerator and replace it with a new ENERGY STAR certified model? You'll save energy and help protect the environment—plus benefit from the many rebates available for purchases and recycling. Cool for you and cool for the planet.

#### Save Energy & Money

- An old refrigerator uses approximately 33% more energy than a new ENERGY STAR refrigerator. Replacing your old refrigerator with a new one that has earned the ENERGY STAR could save you more than \$200 over the 12-year lifetime of the product.
- Use the ENERGY STAR Flip Your Fridge Calculator to find out exactly how much money you'll save by replacing your existing refrigerator: [energystar.gov/refrigerator/calculator](http://energystar.gov/refrigerator/calculator).
- Save even more with a utility rebate toward the purchase of a new ENERGY STAR refrigerator. There may also be rebates available to offset the costs of recycling your old refrigerator. By keeping a second refrigerator in your basement or garage, you could be wasting more than \$80 per year. Find information about rebates and offers in your area here: [energystar.gov/refrigerator/rebates](http://energystar.gov/refrigerator/rebates).

#### Protect the Planet

- Replacing an old refrigerator with one that has earned the ENERGY STAR and properly recycling the old one could reduce your carbon footprint by more than 4,900 pounds of greenhouse gas emissions over the lifetime of the product.
- Some ENERGY STAR refrigerators use innovative, climate-friendly refrigerants that also deliver energy savings.
- Properly recycling your old refrigerator prevents the release of refrigerants and foams from getting into the environment.

#### Did You Know?

If all old refrigerators were replaced with ENERGY STAR certified refrigerators, Americans would save nearly \$275 million in annual energy costs, and prevent more than 5.2 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from about 500,000 vehicles.

## Features of a New ENERGY STAR Certified Refrigerator

In addition to saving energy and money, get the latest performance and design features with an ENERGY STAR certified refrigerator!

**Performance:** Compared to old refrigerators, new ENERGY STAR certified refrigerators include energy-saving features that provide performance benefits.

- High efficiency compressors that create less heat and are often quieter than standard compressors.
- Improved insulation located in doors and exterior walls to help food stay cold and muffle noise.
- More precise temperature and defrost mechanisms that help the refrigerator operate more efficiently, while ensuring food is kept at the optimum temperature.

### Keep Food Fresher, Longer

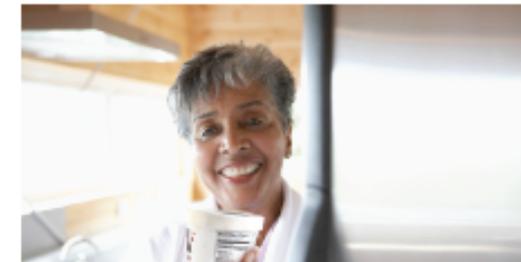
Refrigerators that earn the ENERGY STAR mean more than just energy savings. Innovative drawer designs and improved temperature and humidity controls help preserve your food and minimize food waste.

**Design:** You can find the ENERGY STAR label on all the latest designs, including French door, Side-by-Side, Bottom- and Top-Mount freezer, with more efficient use of space and better access to food.

## Replace Your Old Freezer

How old is your freezer? Improvements in insulation and compressors mean today's freezers consume much less energy than older models. Replacing an old freezer with a new ENERGY STAR certified model will save energy, save money, and help protect the climate.

- Save more than \$310 and reduce your carbon footprint by 4,700 pounds of greenhouse gas emissions over the lifetime of the freezer by replacing your old freezer with one that has earned the ENERGY STAR. Further reduce your environmental impact when you properly recycle the old one.
- Many utilities are offering special offers and rebates on ENERGY STAR certified freezers—plus additional rebates to help recycle your old one.



### Did You Know?

If all old freezers were replaced with ENERGY STAR certified freezers, Americans would save more than \$185 million in annual energy costs, and prevent 3.5 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from about 340,000 vehicles.

Visit [energystar.gov/flipyourfridge](http://energystar.gov/flipyourfridge) to learn more and find offers near you.





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## Flip Your Fridge Fact Sheet - Spanish

- The Flip Your Fridge fact sheet is also available in Spanish.
- The fact sheet is ready to download and print as-is, or customize to incorporate your own imagery, headline, and partner logo with the ENERGY STAR mark.

[Link to Spanish Fact Sheet](#)



### Cambie su nevera, ¡es bueno para su cartera!

¿Es hora de cambiar su nevera por una mejor para su cartera! Si aún tiene una nevera vieja con un alto consumo de energía, ¿por qué no reemplazarla por un modelo nuevo con la certificación de ENERGY STAR? Así podrá ahorrar energía y proteger el medio ambiente, además de obtener uno de los muchos reembolsos disponibles por la compra de una nevera nueva y el reciclaje de su nevera vieja. Es bueno para usted, ¡y bueno para el ambiente!

#### Ahorre energía y dinero

- Una nevera vieja podría utilizar treinta y tres por ciento más energía que una nevera nueva con la certificación de ENERGY STAR. Al reemplazar su modelo viejo por uno nuevo con la certificación de ENERGY STAR, podrá ahorrar más de \$200 durante los 12 años de la vida útil del producto.
- Utilice la calculadora de ahorros de ENERGY STAR para descubrir exactamente cuánto dinero ahorrará al reemplazar su nevera: [energystar.gov/refrigerator/calculator](http://energystar.gov/refrigerator/calculator) (sitio web en inglés).
- Ahorre aún más aplicando el reembolso que le puede otorgar su proveedor de servicios públicos hacia la compra de su nueva nevera ENERGY STAR. También puede haber reembolsos disponibles para reducir el costo de reciclar su nevera vieja. Al mantener una segunda nevera en su sótano o garaje, podría estar desperdiciando más que \$80 al año. Encuentre información sobre reembolsos y ofertas en su área aquí: [energystar.gov/refrigerator/rebates](http://energystar.gov/refrigerator/rebates) (sitio web en inglés).

#### Proteja el ambiente

- Al reemplazar una nevera vieja por una que ha obtenido la certificación de ENERGY STAR, reducir su huella de carbono por más que 4,900 libras de gases de efecto de invernadero durante la vida útil de este producto.
- Algunas neveras ENERGY STAR utilizan refrigerantes innovadores que reducen el impacto del cambio climático y que también representan un ahorro de energía.
- Reciclar su nevera vieja correctamente previene la emisión de refrigerantes y espumas al medio ambiente.



#### Consejos al comprar una nevera nueva

Con un sinnúmero de características para elegir, escoger una nevera nueva puede resultar difícil. Le ofrecemos estos consejos para comenzar:

- Elija el tamaño adecuado para usted y su familia. Cuanto más grande sea la nevera, mayor será su consumo de energía.
- Los modelos con congelador encima de la nevera suelen consumir menos energía (menos que \$45 al año) y tienen un precio económico.
- Evalúe cuáles son las características más importantes para usted, y así pagará por las características que realmente utilizará. Encuentre el precio adecuado para usted y compare las características en nuestro sitio web [energystar.gov/flipyourfridge](http://energystar.gov/flipyourfridge) (sitio web en inglés).
- ¡Busque la certificación de ENERGY STAR!

#### ¿Sabía qué...?

Si todos los refrigeradores de más de 15 años fueran reemplazados por refrigeradores con la certificación de ENERGY STAR, se ahorrarían \$275 millones de dólares en costos de energía y se evitaría la emisión de más de 5,200 millones de libras de gases de efecto invernadero anualmente en Estados Unidos (equivalentes a las emisiones de aproximadamente 500,000 vehículos).

### Características de una nevera nueva con la certificación de ENERGY STAR

Además de ahorrar energía y dinero, ¡una nevera con la certificación de ENERGY STAR le brinda las características más modernas de rendimiento y diseño!

**Eficiencia:** Comparadas con neveras viejas, las neveras nuevas ENERGY STAR tienen un mejor desempeño gracias a sus funciones de ahorro de energía.

- Compresores de alto rendimiento que generan menos calor y suelen ser más silenciosos que los compresores estándar.
- Mejor aislamiento en las puertas y paredes exteriores para mantener los alimentos fríos y reducir el ruido.
- Mecanismos de temperatura y descongelamiento más precisos que permiten que la nevera funcione de manera más eficiente, mientras que aseguran que los alimentos se mantengan a temperaturas óptimas.

**Diseño:** Podrá encontrar la certificación de ENERGY STAR en los diseños más modernos que incluyen puertas francesas, con la opción de colocar el congelador encima o debajo de la nevera, con una distribución más eficiente del espacio y mejor acceso a los alimentos.

#### Mantenga sus alimentos más frescos por más tiempo

Las neveras que obtienen la certificación de ENERGY STAR le ahorran energía y mucho más. Los diseños innovadores de los cajones y los controles de temperatura y humedad mejorados ayudan a preservar sus alimentos y a minimizar el desperdicio de alimentos.

### Reemplace su congelador viejo

¿Cuántos años tiene su congelador? Los nuevos modelos de congelador cuentan con mejoras en el aislamiento y compresores que consumen mucha menos energía en comparación con los modelos viejos. Al reemplazar su congelador viejo con un nuevo modelo con la certificación de ENERGY STAR, ahorrará dinero, ahorrará energía y protegerá el clima.

- Ahorre más de \$310 y reduzca su huella de carbono por 4,700 libras de emisiones de gases de efecto de invernadero durante la vida útil del congelador al reemplazar su congelador viejo por uno que haya obtenido la certificación de ENERGY STAR. Reduzca aún más su impacto ambiental cuando recicle su nevera vieja correctamente.
- Muchos proveedores de servicios públicos ofrecen descuentos y reembolsos especiales para congeladores ENERGY STAR, además de reembolsos adicionales para ayudarle a reciclar su congelador viejo.



#### ¿Sabía qué...?

Si todos los congeladores de más de 15 años fueran reemplazados por congeladores con la certificación de ENERGY STAR, se ahorrarían \$185 millones en costos de energía y se evitaría la emisión de 2.5 millones de libras de gases de efecto invernadero anualmente en Estados Unidos (equivalente a las emisiones de 340,000 vehículos).

Visite [energystar.gov/refrigerador](http://energystar.gov/refrigerador) para conocer más sobre las ofertas en su localidad.





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## Flip Your Fridge Video

- Got an old fridge? Get rid of that old energy wasting refrigerator and replace it with a new ENERGY STAR certified model. Use this fun video to engage your customers and educate about the benefits of asking for ENERGY STAR certified refrigerators.
- Share the video on social media or embed it on your website!

[Link to Flip Your Fridge Video](#)





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## Flip Your Fridge Image Library

- Below are a number of images that EPA ENERGY STAR is leveraging as part of the Flip Your Fridge promotion. You can use the images as provided in materials or social media graphics. If you'd like to purchase the images for your own use and customization, see the image library with direct links to the stock photos.

[Link to Image Library](#)





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## Partner Engagement Examples: Messaging & Social Media



Do what over 100,000 PECO customers have done and [#recycle](#) your old, working fridge! We'll pick it up for [#FREE](#) and you'll get a \$75 PECO Rebate. [#FlipYourFridge](#) to an [@ENERGYSTAR](#) model to save even more energy and money. [ow.ly/r9Ga50vahS7](https://ow.ly/r9Ga50vahS7)



2:30 PM · Jul 24, 2019 · Hootsuite Inc.

1 Retweet 1 Like



Have you done your spring cleaning yet? Don't forget to replace your old, inefficient fridge with an [@ENERGYSTAR](#) certified model to save energy and money - and get \$20 in return from Focus on Energy. Schedule your free pickup: [focusonenergy.com/fridge](https://focusonenergy.com/fridge) [#FlipYourFridge](#)



10:35 AM · May 8, 2019 · Hootsuite Inc.

2 Retweets 4 Likes



Flip your fridge and save!! 💰 Trade in your old energy-eating refrigerator and purchase a new ENERGY STAR®-certified model, and we'll give you a \$150 rebate through our Refrigerator Trade-Up program! For more info: [bit.ly/1Wv4gXK](https://bit.ly/1Wv4gXK). [#HawaiiEnergy](#) [#saveenergy](#) [#savemoney](#)





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## Partner Engagement Examples: Messaging & Social Media



Read "Now's the Time to Flip Your Fridge and Save!" and get rid of that old energy wasting #refrigerator today! Find out how at: [buff.ly/2xUKShO](http://buff.ly/2xUKShO)

For more energy solutions, visit us online at: [buff.ly/2k4DJ26](http://buff.ly/2k4DJ26)

#CES #Energy #EnergyEfficiency #KnowledgelsPower



1:00 PM · Aug 14, 2019 · Buffer

Got an old fridge? We'll haul it off for free and give you \$35 that you could use toward the purchase of a new, more efficient ENERGY STAR certified model. Learn more: <http://ow.ly/Vm6b50p0pm4>. #EnergyEfficiency #FlipYourFridge



Flip Your Fridge this Earth Day! Replace your old fridge with an @ENERGYSTAR certified model to save energy and money—it's cool for you and the planet! Visit [energystar.gov/flipyourfridge](http://energystar.gov/flipyourfridge) for more info.



Apr 15, 2019 · Sprinklr Publishing



April 20, 2018

### SMMPA and its Members Partner With ENERGY STAR's Flip Your Fridge Campaign



Now's the Time to Flip Your Fridge and Save! Recycle that old energy wasting refrigerator and replace it with a new ENERGY STAR® certified model. You'll save energy and you can save even more with a utility rebate!

SMMPA member utilities offer rebates of \$25 on the purchase of new ENERGY STAR Refrigerators, plus an additional rebate to pay for recycling your old working refrigerator.

Rebate forms are available by clicking [here](#) and selecting your utility.

Refrigerators that are 15 years or older use twice as much energy as a new ENERGY STAR certified refrigerator. Replacing that old energy-wasting refrigerator with a new ENERGY STAR certified refrigerator could save you more than \$270 in energy costs over the next five years. Learn more and get guidance choosing the right refrigerator for your home here: [www.energystar.gov/flipyourfridge](http://www.energystar.gov/flipyourfridge).

Flip Your Fridge to ENERGY STAR, the simple choice for energy efficiency!





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## Partner Engagement Examples

- PPL Electric promoted BobVila.com Flip Your Fridge give-away
- Outreach on social media, email, static billboards, and Google Display in April and May
- Also connected fridge give-away with ENERGY STAR Day

**ppelectric** @ppelectric Follow

Say “smell ya later” to your old inefficient refrigerator. Recycle it and replace with an @ENERGYSTAR model and cut your energy costs in half. Plus, let PPL pick it up and you’ll get \$35 on us. [ppelectric.com/recycle](http://ppelectric.com/recycle)

**Promoted by ppl electric**  
View on Twitter

52 16



**ppelectric** @ppelectric Follow

If your refrigerator is entering its angst teenage years, it’s time to send it off to college. PPL will pick it up and recycle it, plus give you \$35. Upgrade to an @ENERGYSTAR model during #FlipYourFridge. [ppelectric.com/recycle](http://ppelectric.com/recycle)

**Promoted by ppl electric**  
View on Twitter

52 16



PPL Stories



**FLIPPING FRIGDES AND SAVING ENERGY IN SCHUYLKILL COUNTY**

OCTOBER 18, 2019

Did you know that ENERGY STAR certified refrigerators consume about nine percent less energy than the federal standard? Thanks to Kenmore—with a little help from PPL Electric Utilities—Briat Bello of Shepton, Schuylkill County, knows first-hand about the energy savings offered by an efficient refrigerator.

Rose recently received a new Kenmore ENERGY STAR-certified refrigerator, after winning a sweepstakes run by Bob Vila and promoted by PPL. It's all part of the ENERGY STAR Flip Your Fridge campaign, and it was a pleasant surprise for Rose.

For outages or power problems, please visit [www.ppelectric.com](http://www.ppelectric.com) or call 1-800-342-5775. In case of an emergency, please dial 911.

Welcome to PPL Stories. We're PPL Electric Utilities, and we look forward to sharing stories, pictures and video about our work in the community—both to provide reliable electric service and to support the places where we live and work. Visit [ppelectric.com](http://ppelectric.com) for more about us.

ARCHIVES

**PPL Electric Utilities**  
October 22 at 7:15 AM

How does PPL celebrate ENERGY STAR Day? We partnered with Kenmore for the Bob Vila Flip Your Fridge Giveaway. Lucky winner, Rose from Schuylkill County, received a new state-of-the-art ENERGY STAR refrigerator. The new fridge saves her money on energy bills and is better for the environment. Now that's worth celebrating. #ENERGYSTARday <http://ow.ly/R25150wQF4H>



95 7 Comments 1 Share





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## Partner Engagement Examples

### BGE's Flip Your Fridge Contests



Time's running out! Enter our contest by Oct. 25th for a chance to win a new @ENERGYSTAR certified refrigerator. Snap a pic and get your family and friends to vote for it by Oct. 31st. [bit.ly/312xxgs](http://bit.ly/312xxgs)



1:25 PM · Oct 23, 2019 · Hootsuite Inc.



Who's got the scariest fridge in great be the judge.  
Grand Prize: An @ENERGYSTAR refrig winner's choice up to \$1,500  
Second Place: A Ring video doorbell  
Third Place: A Google Home or Amaz  
Vote by Oct. 31st!  
[bit.ly/312xxgs](http://bit.ly/312xxgs)



11:20 AM · Oct 28, 2019 · Hootsuite Inc.



Is your old fridge the scariest of all? Post a pic of it to enter our #BGEScaryFridge contest! Like our Facebook page and get people to vote for your fridge for a chance to win a brand-new @ENERGYSTAR certified refrigerator. [bit.ly/312xxgs](http://bit.ly/312xxgs)



12:15 PM · Oct 21, 2019 · Hootsuite Inc.



## BGE's Flip Your Fridge Contest

It's spring cleaning time, which means that old fridge has got to go. The BGE customer whose energy-eater gets the most votes wins a new ENERGY STAR® certified refrigerator!

Share a photo and you could win:

**GRAND PRIZE:** A brand-new ENERGY STAR® certified refrigerator!

**SECOND PRIZE:** A new outdoor grill

**THIRD PRIZE:** A YETI® cooler

ENTER NOW!



An Exelon Company

## BGE's Flip Your Fridge Contest Is Over!

But the fun goes on because everyone wins by recycling old appliances. **Get \$50** for an old, working fridge or freezer and **\$25** for an old room A/C unit or dehumidifier. Details at [BGERecycleMyOldFridge.com](http://BGERecycleMyOldFridge.com).

Find more ways to save energy and money at [BGESmartEnergy.com](http://BGESmartEnergy.com).





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## Questions & Additional Information

If you have questions or would like to request creative files for customization, please reach out to your ENERGY STAR account manager.

- Utilities and Energy Efficiency Program Sponsors can contact their ENERGY STAR Regional Account Manager by emailing [eeaccountmanager@energystar.gov](mailto:eeaccountmanager@energystar.gov).
- If you are a retail or manufacturer partner, please reach out to [changetheworld@energystar.gov](mailto:changetheworld@energystar.gov).