# 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** 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 CO2 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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## Properly Recycle Your Old Refrigerator

* By keeping that old refrigerator in your basement or garage, you could be wasting more than $80 per year. Unplugging it will save you money and properly recycling it could prevent a combined 5,200 pounds of greenhouse gas emissions. Many utilities offer rebates to help recycle your old refrigerator. So, Flip Your Fridge and save.
* Properly recycling your old refrigerator prevents the release of refrigerants and foams that contribute to climate change.
* Replacing and properly recycling your old refrigerator prevents even more greenhouse gas emissions – a total of more than 5,200 pounds over the lifetime of the fridge.
* Now is the time to get the best deals on ENERGY STAR certified refrigerators. Utilities around the country are offering deals, including rebates on ENERGY STAR refrigerators and additional rebates to help you properly recycle your old refrigerator. Check with your local utility or visit [www.energystar.gov/flipyourfridge](http://www.energystar.gov/flipyourfridge)

## Features of a New ENERGY STAR Certified Refrigerator

* Compared to old refrigerators, new ENERGY STAR certified refrigerators include energy saving features that provide performance benefits, including:
	+ 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
	+ Innovative drawer designs and improved temperature controls to keep your food fresher, longer.
* New ENERGY STAR refrigerators come in 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.
* It’s better for you and the environment to replace your old refrigerator than to hang on to it. Not only will you benefit from the features a new ENERGY STAR refrigerator offers, you could cut your energy costs 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?
* Replacing an old freezer with a new ENERGY STAR certified model will save energy, save money and help protect the planet. You could save nearly $300 in energy costs and reduce your carbon footprint by 4,400 pounds of greenhouse gas emissions over its lifetime. Increase the environmental benefit by properly recycling the old one. And save even more with a utility rebate. Visit **energystar.gov/flipyourfridge** for info on offers near you.
* If all old freezers were replaced with ENERGY STAR certified freezers, Americans would save more than $175 million in annual energy costs, and prevent 3.3 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from approximately 330,000 vehicles.