Room Air Conditioner

Media Pitch

Dear X,

This summer, XX Utility will help keep X CITY residents cool with new rebates on energy-efficient, ENERGY STAR certified room air conditioners.

Air conditioners that have earned the ENERGY STAR save energy, save money and help protect the environment. On average, they **cost less than $75 a year to run.** The latest units come with improved installation instructions and higher quality insulation materials, improving comfort and savings by allowing a better seal of the area between the unit and window opening. Some ENERGY STAR room air conditioners offer “smart” features that allow greater control over comfort and savings; you can turn them on and off from your computer or smart phone, from anywhere.

{insert rebate details}

The U.S. Environmental Protection Agency’s ENERGY STAR program and XX Utility are working to spread the word about the most efficient way to keep cool this summer. I can send you images of ENERGY STAR certified air conditioners, and a simple video that shows residents how to choose the right size room air conditioner to meet their needs.

If all room air conditioners sold in the United States were ENERGY STAR certified, the cost savings would grow to more than $350 million each year, preventing more than 6 billion pounds of greenhouse gas emissions annually – equivalent to the emissions from over 570,000 vehicles.

If you’d like more information on energy-efficient cooling visit the [ENERGY STAR website](https://www.energystar.gov/products/heating_cooling/air_conditioning_room?qt-consumers_product_tab=3#qt-consumers_product_tab). To speak with someone at XX Utility about local rebates please feel free to contact me.

Thanks very much.