



# 2013 ENERGY STAR® National Building Competition

## Blast Email Template

Customize this text, and send an email to all your building tenants, colleagues, or stakeholders to let them know about the competition and how they can help.

Subject Line: We're competing in the 2013 ENERGY STAR National Building Competition!

Dear <colleague/tenant/student>,

Our [building/space] has been selected to participate in the U.S. Environmental Protection Agency's (EPA's) ENERGY STAR National Building Competition: *Battle of the Buildings!* For the next several months, we'll battle it out against more than 3,200 buildings and tenants nationwide to see who can reduce their energy waste the most. Last year, the top 15 finishers all reduced their energy use by more than 30%, so we have our work cut out for us!

What are we doing to take home the prize? [Insert details about your green team's efforts]

But, we need your help! Small changes add up to big savings, so every little bit counts. Here are just a few ways you can pitch in: [Customize this list for your building/space]

- Turn off lights when there's enough daylight to light your workspace, when you're away from your desk, and at the end of the day.
- Enable the ENERGY STAR power management features on your computer and monitor so they go into power save mode when not in use.
- Unplug electronics such as cell phones and laptops once they are charged.
- Keep air vents clear of paper, files, and office supplies.
- Report water leaks in restrooms or irrigation systems throughout the facility.

Check out our starting weight and size up the competition at [www.energystar.gov/BattleOfTheBuildings](http://www.energystar.gov/BattleOfTheBuildings).

[If also competing for the Most Valuable Participant (MVP)]

In addition to competing for Overall Winner, we will also be competing for the title of Most Valuable Participant (MVP). The MVP will be selected based on both the percent reduction in energy use from 2012 to 2013, as well as on communications activities, such as tweeting about our progress, and hosting brown bag education sessions. [NAME OF BUILDING /SPACE] will be competing for MVP by getting the word out about the importance of energy efficiency, and the steps we are taking to help reduce our energy costs and protect the environment.

We'll keep you posted on our progress!