

# **RULE YOUR ATTIC!**

2021 Campaign Overview

#### **CAMPAIGN GOALS:**

In homes across America, poorly sealed and under-insulated attics are taking money out of homeowners' pockets in the form of high utility bills. In fact, **9 out of 10 homes in the U.S. are under-insulated.\*** Through its <u>Rule Your Attic!</u> consumer outreach promotion, the Environmental Protection Agency's (EPA) provides resources to encourage homeowners to take control over their high utility bills this heating season. The purpose of the promotion is to:

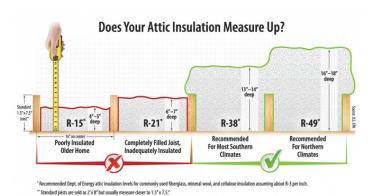
- 1. Deliver engaging and useful content to ENERGY STAR partners to promote sealing and insulation best practices.
- 2. Educate consumers about why they should consider measuring their attic insulation, and illustrate the associated financial, comfort, and environmental benefits of proper attic sealing and insulation.
- 3. Carve out a clear path for consumers to pursue attic insulation projects, by connecting them to trusted contractors and DIY resources.

# 2021 RYA CAMPAIGN PERIOD: SEPTEMBER 13 - OCTOBER 15

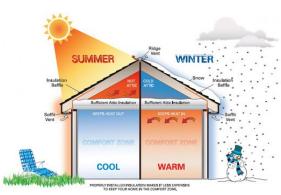
#### SHARABLE CONTENT:

ENERGY STAR has created entertaining, how-to videos, graphics, and blogs for partners and stakeholders that can be shared via their networks, websites, and other outreach activities to engage with homeowners and help generate engagement on their platforms while spreading the word about the benefits of a sealed and insulated attic. You can access these resources through the Rule Your Attic! Stakeholder Toolkit and Graphics Gallery linked below.

## **STAKEHOLDER TOOLKIT**



### **GRAPHICS GALLERY**



\*Compared to 2006 IECC standards, Source: Boston University and NAIMA

