



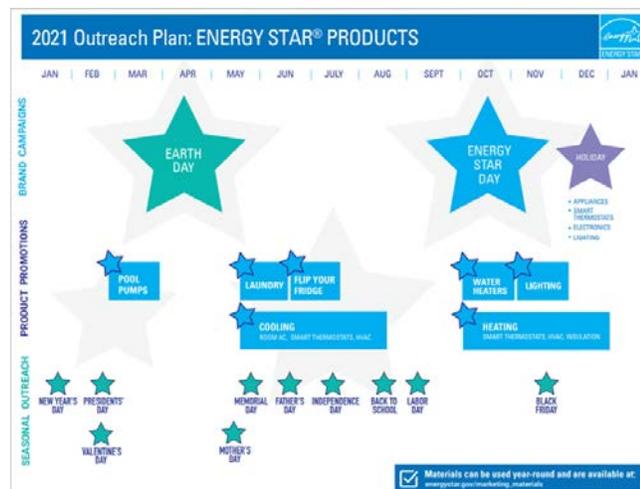
ENERGY STAR® 2021 and Earth Day



Dear ENERGY STAR Partners,

The ENERGY STAR Program is thrilled to kick off the New Year by sharing our 2021 marketing and outreach plans. Building on last year's successes, we have a full year of product-focused promotions and umbrella brand campaigns, including Earth Day and wrapping up once more with ENERGY STAR Day and Holiday. See our 2021 Outreach Plan below.

We are particularly excited to announce plans for Earth Day—our first umbrella, brand-focused effort in 2021. We welcome all partners to join us on April 22 to once again celebrate the combined benefits of energy efficiency and green power as the path towards a clean energy future and a healthier climate. As part of this celebration we are highlighting the leadership demonstrated by partner organizations and invite you to join us in promoting your efforts to support a healthy planet and inspire all Americans to do the same.



Earth Day Campaign Overview

ENERGY STAR's Earth Day 2021 celebration will be a forward-looking initiative that:

- Invites consumers to protect the climate through the efficient use of green power.
- Celebrates partner commitments to climate protection through investments in energy efficiency, beneficial electrification, and green power.

Last year with your support, we achieved broad reach and engagement with social/digital media-focused effort featuring an inspiring video and call-to-action to make your #energychoicescount. The Earth Day video delivered nearly **one million impressions** and over **half a million views**—representing a view-rate well above industry average. In addition, paid advertising on Facebook and Instagram resulted in an additional **2.3 million impressions**, and strategic news article placements through Brandpoint and NAPS delivered deeper content and an estimated **5,000 articles** with a potential reach of over **250 million readers**.



Social Media Carousel Ad

This year we are once again inviting partners to join us on Twitter and other social platforms on Earth Day, April 22, to share the inspirational video [here \(to be updated for 2021\)](#) as well as your own commitments to address climate change through energy efficiency, beneficial electrification and green power. We will be amplifying your social shares through re-Tweets and re-posts throughout the day creating a ground swell of celebration. ENERGY STAR will also be amplifying the outreach through paid media efforts on YouTube, throughout social media and through native article placements in print and online across the country. Communications will drive to a campaign landing page on energystar.gov that features educational content about important choices individuals can make to address climate change, including ENERGY STAR products, electric vehicles, and residential options for purchasing green power.

Benefits of Participation

As an ENERGY STAR partner, your organization is a leader in energy efficiency, and as such, you are already demonstrating the value and importance of smart energy choices. You have the opportunity to engage and inspire. As the country's trusted resource for energy efficiency, ENERGY STAR is in a unique position to help celebrate our partners' achievements. Let's leverage the power of our collective reach to inspire everyone to follow your lead.

Please let us know if you are interested in participating and want us to include your commitments to a better climate through energy efficiency, beneficial electrification and/or green power on our website by reaching out to the contacts below.

We look forward to celebrating Earth Day once again with you!

Utility Partners: eeaccountmanager@energystar.gov

Retail and Manufacturer Product Partners: changetheworld@energystar.gov

The ENERGY STAR Communications Team

ENERGY STAR is the simple choice for energy efficiency. To manage the types of emails you receive from ENERGY STAR, visit the [subscription center](#).



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