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ENERGY STAR®, a U.S. Environmental Protection Agency program, helps us all save money and protect the environment through energy efficient products and programs. For more information, visit www.energystar.gov.

Dear ENERGY STAR® Stakeholders:

The U.S. Environmental Protection Agency (EPA) invites you to participate in a webinar about upcoming ENERGY STAR marketing activities.

Date and Time: March 8th at 2pm EST

Please register for the webinar [here](#)

Please join us for our 2023 ENERGY STAR products marketing kick-off where we'll share end of Q1 and Q2 marketing plans including our new small appliances promotion, large appliances, plans for the cooling season focused on ENERGY STAR Home Upgrade products, such as heat pumps, EV chargers and our annual Earth Day cause campaign, among other efforts. We will pay particular attention to products included in the Inflation Reduction Act (IRA). Learn how to maximize your partnership with ENERGY STAR by leveraging our comprehensive catalogue of marketing resources, messaging, and creative.

The webinar will:

- Highlight opportunities to get involved in our campaigns and product promotions.
- Review existing marketing materials ([ready to use right now!](#)) and how best to leverage them.
- Discuss results of 2022 Q3-Q4 efforts, including our brand campaign.
- Provide opportunities for feedback on additional ways EPA can help support your program efforts.

Thank you for your continued support of ENERGY STAR.

[For more information, visit: www.energystar.gov](http://www.energystar.gov)

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