



ENERGY STAR® Day is October 12th Celebrate with Us!



Dear ENERGY STAR Partner,

We are hoping you can join us for the Environmental Protection Agency's annual **ENERGY STAR Day cause campaign on October 12th, 2022**, with the theme of bringing energy savings to underserved and low-income communities; helping all Americans *save for good*.

Participation is easy. Let us know a project that your organization has been involved with that makes energy efficiency with ENERGY STAR more accessible and affordable to all Americans. These include both traditional product promotions and incentives, such as rebates, as well as efforts that are specially designed to serve low-income audiences, including income-eligible programs, donations, community service projects, and even educational programs designed to raise awareness among underserved communities.

ENERGY STAR will feature your contribution on our dedicated ENERGY STAR Day campaign landing page, among other resources that provide the benefits of energy savings to those that need it the most. Just send us your logo and a link to your program/incentive or a blog, press release, web page or other publication that describes your efforts.

On ENERGY STAR Day, October 12th, we ask you to join us on social to co-amplify this important message and all our collective offerings and efforts. ENERGY STAR will run a paid advertising campaign during October driving traffic to the landing page to further promote opportunities to **save today, save tomorrow, and save for good with ENERGY STAR.**

Energy Efficiency Day

If you participate in **Energy Efficiency Day on October 6th**, do so by promoting your ENERGY STAR certified

To support your participation, please see our [ENERGY STAR Day 2022 Toolkit](#) including ENERGY STAR Day-themed sample social, recognition web banners, and the ENERGY STAR Day video that can be leveraged through your own channels, among other materials.

products and programs. We will be celebrating on social media and have included sample graphics and messaging for you to use in social, e-blast and other digital media, as well as on utility marketplaces in our [toolkit](#).

We are grateful for those who joined us last year and excited for another impactful ENERGY STAR Day celebration with past and new participants supporting this important and meaningful cause. Please let us know if you plan to participate and share your logo and link by September 16th.

- Utility Partners: eeaccountmanager@energystar.gov
- Retail and Manufacturer Product Partners: changetheworld@energystar.gov

As always, we appreciate your partnership and the great work you do to help your audiences save energy with ENERGY STAR. We look forward to working with you to help all Americans *save for good*.

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