



**ENERGY STAR® Day is October 12th
Toolkit Now Available!**



Dear Partner,

In recognition of our shared commitment to promoting equitable access to the benefits of energy efficiency, the Environmental Protection Agency (EPA) is pleased to announce plans for this year's **ENERGY STAR Day cause campaign on October 12th, 2022**. Once again, we invite you join us to advance your efforts to help bring energy savings to underserved and low-income communities; helping all Americans *save for good*.

A recent ACEEE study revealed that low-income households pay up to three times more on home energy costs, as a proportion of total income and some are spending nearly 20% of their income on utility bills. Much of this disproportionate burden simply has to do with lack of access to energy-saving opportunities. Addressing this access gap is a priority for EPA. Recognizing the important role that our partners play in accomplishing our collective energy-efficiency and climate goals, we are especially excited to work with you to make a difference together.

**SAVE TODAY.
SAVE TOMORROW.
SAVE FOR GOOD.**



Look for the ENERGY STAR® Label and Start Your Savings!

Through our collective efforts to date, we have succeeded at driving hundreds of millions of impressions for this important cause, including nearly 600,000 *Save For Good* video views and tens of millions of **#ENERGYSTARDay** impressions on Twitter driving to the ENERGY STAR Day landing page, where your contributions are featured.

Similar to last year, we are looking to highlight projects that make energy efficiency 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. Examples include:

- Product donations/giveaways/free installation
- Community service projects
- Home improvement/weatherization projects
- Support for public institutions, small businesses/community service groups
- STEM education
- Job-training

Just like last year, we will feature participating partners on our dedicated ENERGY STAR Day campaign landing page, including special offers or energy equity initiatives, along with income-qualified programs offered by utility partners and other resources to provide the benefits of energy-savings to those that need it the most.

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 owned channels, among other materials. EPA will support the campaign with paid advertising driving traffic to the ENERGY STAR Day landing page and an all-day social event on **October 12th** to amplify partner efforts as well as reach low-income audiences with 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 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](#).



Making a Difference Together

We are grateful for those who joined us last year and excited for another impactful ENERGY STAR Day celebration with past year participants, and new ones, supporting this important and meaningful cause. If you have a special offering or project that helps connect underserved audiences to opportunities to save with ENERGY STAR, please let us know.

- 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](#).