


Dear ENERGY STAR CFS partners
and stakeholders,

**Join us in celebrating ENERGY
STAR Day on Tuesday, October
26, 2021!**

There is no better time than 2021 to honor ENERGY STAR partners making a difference in the lives of your customers through energy savings. This ENERGY STAR Day, we are proud to celebrate your efforts to help restaurant operators *Save Today, Save Tomorrow, and Save For Good.*

The idea is simple. With ENERGY STAR certified products, customers can save today with rebates and other deals, save tomorrow with energy savings, and save for good—for an improved bottom line and for a healthier planet.

This year we will use social media to raise awareness of the benefits of ENERGY STAR certified products, with a particular focus on partner efforts to help bring the benefits of energy savings to businesses, communities, and individuals who need them most.



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

[PARTNER] is committed to bringing the benefits of energy savings to everyone.



How to Participate

We encourage all our partners to join ENERGY STAR on social media on Tuesday, October 26th to amplify the ENERGY STAR energy savings message to the entire country. Let's see how far our collective voice can reach!

- **When:** Tuesday, October 26 (ALL DAY)
- **Where:** Social media (Facebook, Twitter, Instagram, LinkedIn)
- **How:** Use the hashtag #ENERGYSTARday and tag @ENERGYSTAR

Want to do more?

- **2021 ENERGY STAR Day Video:** Share the [2021 ENERGY STAR Day video](#) from [@ENERGYSTAR](#) on Twitter or [ENERGY STAR Facebook](#). ENERGY STAR will post the video at 8:00 am EDT.
- **ENERGY STAR CFS Tools and Resources:** Include links to your favorite ENERGY STAR CFS tools and resources in your social media posts such as [Rebate Finder](#), [Dealer/Distributor Finder](#), [Product Finder](#), [Restaurant Guide](#), [Ask the Expert articles](#), and more from the CFS landing page (www.energystar.gov/cfs).
- **Feature the ENERGY STAR web banner:** In addition, we encourage you to feature one of our web banners on your ENERGY STAR and/or energy efficiency pages during October to celebrate energy-savings and your commitment to bring these benefits to your audiences.

Where to find media assets?

Find the sample CFS social media, web banners, and graphics on the [ENERGY STAR marketing materials webpage](#) where you will find detailed instructions in the [ENERGY STAR Day CFS Toolkit](#) and a zip file of the [social media](#) and web banner graphics in sizes [300x600](#), [728x165](#), and [1032x234](#)! We also have [Spanish language web banner](#) options available.

What will ENERGY STAR Be Doing?

Throughout October, ENERGY STAR is conducting paid outreach through a mix of media, including broad outreach to amplify the celebration of energy-savings. All outreach will drive traffic to the [ENERGY STAR Day webpage](#).

If you have questions, please contact CFS@energystar.gov. We look forward to your participation in another successful ENERGY STAR Day celebration!

The ENERGY STAR CFS team.

This message was sent to you on behalf of ENERGY STAR. Each ENERGY STAR partner organization must have at least one primary contact receiving e-mail to maintain partnership. If you are no longer working on ENERGY STAR, and wish to be removed as a contact, please inactivate your contact role status in your [MESA](#) account. If you are not a partner organization and wish to opt out of receiving e-mails, please contact EnergyStarProducts@energystar.gov.