



Join Us and Celebrate ENERGY STAR® Day!

Save Today. Save Tomorrow. Save for Good.



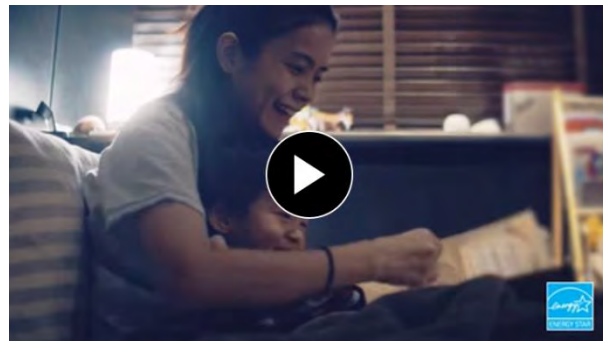
Dear ENERGY STAR Partners,

We look forward to your participation in another successful ENERGY STAR Day celebration! Join us on social for ENERGY STAR Day **next Tuesday, October 26, 2021!**

We are proud to celebrate your efforts to help Americans *Save Today, Save Tomorrow, and Save For Good*. Building off of the success of last year, we will once again use social media to raise awareness of the benefits of ENERGY STAR certified products, with a particular focus on providing energy-saving opportunities to underserved audiences that need it the most.

We encourage all our partners to join us and share our ENERGY STAR Facebook or Twitter post featuring the ENERGY STAR Day video on Tuesday, October 26.

- **When:** Tuesday, October 26 (ALL DAY)
- **Where:** Twitter and Facebook (feel free to share on other platforms as well). Use the hashtag #ENERGYSTARday.
- **How:** Share the video post from [@ENERGYSTAR](#) on Twitter and [ENERGY STAR Facebook](#).
 - ENERGY STAR will post the video at 8:00am EDT.



You can find sample social media messaging in the [ENERGY STAR Day Toolkit](#) to accompany the video, or feel free to customize your own message.

Want to do more?

The toolkit includes a full suite of creative assets – social media graphics, web banners, and sample social media posts so you can do even more to help us amplify this important message on ENERGY STAR Day and beyond.

[Download Toolkit](#)

If you have questions, please contact your ENERGY STAR Regional Account Manager by emailing eeaccountmanager@energystar.gov. If you are a retail or manufacturer partner, please reach out to changetheworld@energystar.gov. We look forward to your participation in another successful ENERGY STAR Day celebration!

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](#).