



Efficient Lighting Celebration: November 15th, 2023



Dear ENERGY STAR Partner,

In recognition of our shared commitment to promote energy efficient lighting products that help consumers save energy and money, the Environmental Protection Agency (EPA) is pleased to announce our plan to promote ENERGY STAR certified lighting products and celebrate their impact on the lighting industry. This year, ENERGY STAR is excited to expand upon our typical lighting product promotion by celebrating the long history of achievements of the ENERGY STAR Lighting Program and lighting partners. If your organization has participated in our Light the Moment and Change a Light campaigns throughout the years, we invite you to please join us for our Virtual Lighting Celebration social sharing event on November 15th! We will be posting fun and engaging content, both new and old, that celebrates the impacts of the ENERGY STAR lighting program and showcases the fantastic materials and outreach that we've created along the way.

**WE DIDN'T JUST
REPLACE A LIGHT,
WE MADE IT SHINE.**



Our team has created a combination [Lighting Celebration and Marketing Toolkit](#), which includes messaging, graphics, fact sheets, and videos, as well as an engaging library of promotional content – for both celebrating your contributions to the lighting industry as well as promoting ENERGY STAR certified lighting products in this final year. Like past promotions, we will support your lighting marketing efforts with our own paid media spurring Americans to “change the world” and “light their moments” with ENERGY STAR certified lighting products. We will drive traffic both on the day and throughout the promotion to a new landing page that features our collective contributions to transform the lighting market, including a spotlight on lighting partners that have joined us throughout the years.

How to Participate

When: Wednesday, November 15th, 2023 – all day

Where: LinkedIn (primarily), as well as Facebook and X (formerly Twitter)

To join the celebration on **November 15th**, we ask that you engage with content we will be posting throughout the day on our own social media channels. Additionally, if you would like to celebrate your own achievements in the ENERGY STAR lighting program, we ask that you **please tag us using @ENERGYSTAR** so that we can find and amplify your posts. **If you plan to participate, we ask that you please** email ENERGY STAR at jones.leslie.a@epa.gov to notify us, and please include a copy of your organization's logo that we can include on our landing page.

Thanks for your support over the years, and we hope to see you online!

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](#).