



ENERGY STAR® Holiday Gift Guide



Dear ENERGY STAR Partners,

The Environmental Protection Agency invites you to participate in Twelve Days of ENERGY STAR featuring our Holiday Gift Guide and Gifts that Do A World of Good.

Giving the gift of energy savings and a healthy planet for all is the best way to celebrate the holidays. We plan to launch the promotion on Cyber Monday, November 28th and continue for twelve weekdays promoting gifts that do a world of good on social media. Each of these days will highlight one of the many product categories included in the ENERGY STAR Holiday Gift Guide ([2021 Gift Guide here](#)). The Gift Guide will also highlight participating partners with products and programs, including special deals, that feature ENERGY STAR as gifts that do a world of good.

If you are interested in promoting your ENERGY STAR product holiday deal on social during our twelve days, let us know and we will make sure we look for your post and amplify it with relevant product content as part of our holiday social calendar. You can also join us in amplifying the importance of sustainable gift giving with our [Holiday Toolkit](#) – complete with digital assets for you to leverage on social, through point-of-sale web banners, and more to get the word out about Gifts that Do A World of Good for your loved ones and the climate.

Past holiday promotions have resulted in 150+ million impressions, including article placements of our Gift Guide—all driving traffic to the Holiday Gift Guide featuring partner holiday deals and rebates on ENERGY STAR certified products.

We will be working with interested partners to set up the holiday social calendar and will be distributing that as soon as we have everything scheduled.

We look forward to your participation to celebrate giving a world of good to all this holiday season.

ENERGY STAR
Sponsored

When you choose ENERGY STAR certified electronics, appliances, and other products, your gift will be doing a world of good for your loved ones, saving them energy and money and protecting the planet. Plus, with holiday deals from ENERGY STAR partners, they're good for you too!

**GIFTS THAT DO
A WORLD OF GOOD.**

Look for the ENERGY STAR® Label and Give a World of Good!

ENERGYSTAR.GOV
Give a World of Good

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Please do not hesitate to reach out to us if you have any questions.

- Utility partners, please contact your account managers at eeaccountmanager@energystar.gov.

- Manufacturer partners, please contact us at changetheworld@energystar.gov.

The ENERGY STAR Communications Team
