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**MEDIA ADVISORY FOR:** Weds., October 7, 2020

[Recommend you issue Sept. 15]

**[Org/Company Name] Urges Consumers to   
“Save Money. Cut Pollution. Create Jobs.”  
on Energy Efficiency Day 2020**

*National day of awareness to highlight benefits of energy efficiency, encourage actions*

**WHAT**: **5th annual Energy Efficiency Day (#EEDay2020)**  
  
On Wednesday, October 7, 2020, *[name of org/company]* will join a growing network of companies, government agencies, utilities, universities, advocates, and others to showcase the benefits of energy efficiency as part of the 5th annual Energy Efficiency Day ([www.energyefficiencyday.org](http://www.energyefficiencyday.org)). The message of Energy Efficiency Day is simple: “**Save Money. Cut Pollution. Create Jobs.”** Social media content will use the **#EEDay2020** hashtag. Cities, counties, and states are officially declaring October 7, 2020, as Energy Efficiency Day with [proclamations](https://www.energyefficiencyday.org/proclamations/).

**WHEN:** Wednesday, October 7, 2020 at *[Insert specific time if relevant for an event you plan: webinar, workshop, demonstration, press event]*

**WHERE:** *[Your org/company’s address where spokespeople will be available for in-person interviews]*

**WHO:** *[Name(s) of your org/company key spokespeople available for interviews]*  
  
Organizations, companies, government agencies, and others will promote energy efficiency through social media messaging and other activities. The [growing list](https://energyefficiencyday.org/join-today/) of participants includes states, cities, utility commissions, and utilities -- plus a long list of nonprofit advocacy organizations working throughout the country.

**Background:** Energy efficiency is the cheapest, quickest way to meet our energy needs, cut consumer bills, and reduce harmful pollution. Energy efficiency is also an economic engine, amassing a U.S. workforce of nearly 2.4 million at the start of this year in manufacturing, installation, construction and other fields – most of which can’t be outsourced overseas. Energy Efficiency Dayis a collaborative effort of regional and national organizations including the [American Council for an Energy-Efficient Economy](http://www.aceee.org), [NRDC](http://www.nrdc.org/) ([Natural Resources Defense Council](http://www.nrdc.org)), [E4TheFuture](http://www.e4thefuture.org), [Advanced Energy Economy](http://www.aee.net), [Regional Energy Efficiency Organizations](http://bcapcodes.org/getting-started/regional-energy-efficiency-organizations/), [Alliance to Save Energy](http://email.prnewswire.com/wf/click?upn=7VDqtAz2AW-2FeY7XnbvsasQUa58RljSY-2FE02JqQTXHcw-3D_K4Z6Q5wC44KGdf06Y1coNLfJxUadQMfQweCs8HYhQ9Wk1BNfpuCNIbbV1z4YUAmZb0i8lJBP9tdoGxdMV5NxpVYXFsk2p-2FWxYFDqstPFyI-2BYQXlkN0QEW7uS1ZRAA2M4UfbJFBiB8O0LKORnkjHvaZTnzAco845E1v1DvmcigrwPcygPRXIjFIs-2F3J-2F7OO6iGLcx-2BH5Vlq9NuLV4T12OEgqeovTuTxXQEedcTkYDTKQR559ES6PCvhpJLtSgioqpD-2B1o2Sk40p0womxQp1vHIZNOerB-2BVi-2BHy8OAKutLgG1Te19DOSTYyvIaPmRl-2FXs6) and many [others](https://energyefficiencyday.org/about/).

To learn more, or find a local success story for Energy Efficiency Day, contact us!

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***[Your] Organization/Company contacts:***[Name, Phone number, Email address] ***For more information about national Energy Efficiency Day, contact:***

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