**[YOUR LOGO GOES HERE]** A close up of a logo

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FOR IMMEDIATE RELEASE

October 7, 2020

**[Org/Company Name] to Celebrate Energy Efficiency Day 2020**

***Fifth annual national event urging everyone to***

***“Save Money. Cut Pollution. Create Jobs.”***

**[YOUR CITY NAME]—** In recognition of the 5th annual national Energy Efficiency Day **(#EEDay2020**) on Wednesday, October 7, 2020, ***[name of org/company]*** is joining regional and national organizations, businesses, utilities, universities, and individuals in promoting energy efficiency – the cheapest, quickest way to meet our energy needs, cut utility bills, and reduce pollution.

Energy efficiency is also an economic engine, amassing a U.S. workforce of nearly 2.4 million by the beginning of this year. Ranging from professional services to manufacturing, installation, and construction, these good jobs are local and cannot be outsourced.

*[ADD: quote from org/company leader about importance from your perspective], said [PERSON NAME], [JOB TITLE] of [ORG/COMPANY NAME].*

Smarter energy use means we don’t have to generate as much power to meet our needs. Many people don’t realize that *[org/company name]* has already made significant, forward-thinking investments in energy savings [or describe your programs], benefiting *[health/clean air/consumers/local job growth/local families/utility customers etc.]*.

*[ADD: description of ways your org/company has invested in energy efficiency, using amounts and dollars if possible, or the programs you offer to help others]*

Reducing the energy used by manufacturers, homes, and businesses benefits everyone – especially energy bill-payers. The average household saves almost $500 yearly thanks to efficiency standards that apply to new appliances such as dishwashers, refrigerators and water heaters, alone.

*[ADD: another quote from your org/a spokesperson]*

To learn more about *[org/company name]*’s energy efficiency efforts, visit *[add your website URL here],* or join the Twitter conversation using **#EEDay2020** and follow us [@YourTwitterHandle, other social media channels]

# # #

*[ORG/COMPANY MISSION STATEMENT/BRIEF DESCRIPTION HERE: approx. 1-2 sentences]*

**About #EEDay2020:** On Wednesday, October 7, 2020, a growing network showcases the vital benefits of energy efficiency during the 5th annual nationwide Energy Efficiency Day. Learn how we can all save money, cut pollution, create jobs and more at [www.energyefficiencyday.org](http://www.energyefficiencyday.org)

**Contact:**

[Name, Phone number, Email address]