

SUBJECT: Request - Energy Efficiency Day Proclamation

Dear **Senator** Toomey,

A nationwide network will promote the many benefits of energy efficiency—including financial, health, and climate--during the fifth annual [Energy Efficiency Day](#) on Oct. 7, 2020. **Can you help us elevate smarter energy use by issuing an official proclamation declaring October 7 as Energy Efficiency Day?**

Last year, more than 40 cities, counties, states and universities issued official [proclamations](#) recognizing Energy Efficiency Day – as did the [U.S. Senate](#). We hope to increase the number this year, especially given that energy efficiency is more important than ever due as Americans grapple with increasing utility bills and millions of lost jobs due to the COVID-19 pandemic.

**You can customize this [template proclamation](#)** to fit your needs and make any changes for Pennsylvania.

To help promote your proclamation, we'll post it on the Energy Efficiency Day [website](#)—just upload a PDF of the official signed declaration [here](#). For social media promotion, please take a **photo of the signing that we (and you)** can share with the hashtag #EEDay2020. Send your photo to [infoenergyefficiencyday@gmail.com](mailto:infoenergyefficiencyday@gmail.com) and copy me. Here is a widely shared thank-you [video](#) showing 2019 proclamations. \_\_\_\_\_

Proclamations also provide a valuable way to get the attention of the news media. It's a great opportunity to pitch a story to your local news outlets about what NAME OF CITY/COUNTY/STATE is doing to cut energy waste.

In addition, please share this information with the relevant outreach person in Pennsylvania as Energy Efficiency Day provides a great hook to direct your audience back to your energy efficiency stories, tips and resources. Sign up as an official supporter of Energy Efficiency Day 2020 (it's free) and we'll also provide additional content **for your use**.

**When should you issue** an Energy Efficiency Day proclamation?

Thank you in advance for your consideration. Please let me know if you will be issuing a proclamation to promote #EEDay2020!

*Herbert A. Green, 19096*

