**Sample Press Release Template**

**FOR IMMEDIATE RELEASE**

***[Date]***

**Contact: *[Your Name, Phone, E-mail]***

***[Organization Name]* Encourages *[Community]* to Save Energy at *[Event Name]***

*([City, State]—[Date])* *[Organization Name]* today announced its upcoming *[Event Name],* which will educate *[target audience/community, such as students, employees, residents, etc.]* about how using less energy can help save money and help protect the climate.

*[Event Name]* will feature *[mention giveaways, games, interactive displays, speakers, etc.].* *[Sentence about organization, describing organization’s energy-saving or environmentally friendly* *actions].* As part of the event, *[Organization Name]* urges *[Target Audience]* to make a change with ENERGY STAR®. Visitors can take the U.S. Environmental Protection Agency’s (EPA) ENERGY STAR Pledge, which challenges people to take simple steps to save energy.

“Educating *[Audience]* about saving energy not only helps save money and the environment, but it can also be a lot of fun,” said *[Organization Representative].* “We’re excited to broadcast this important message as a service to our community.”

*[Information on other event features, such as community service components, educational opportunities, etc.]*

In 2010, Americans, with the help of ENERGY STAR, saved nearly $18 billion on their energy bills and reduced greenhouse gas emissions equivalent to those from 33 million vehicles. Together, we can all make a difference.

**About *[Organization Name]  
[Paragraph about organization background and mission.]***

#### About ENERGY STAR

ENERGY STAR was introduced by EPA in 1992 as a voluntary, market-based partnership to reduce greenhouse gas emissions through energy efficiency. Today, the ENERGY STAR label can be found on more than 60 different kinds of products as well as new homes and buildings. Products that have earned the ENERGY STAR designation prevent greenhouse gas emissions by meeting strict energy-efficiency specifications set by the government. In 2010 alone, Americans, with the help of ENERGY STAR, prevented 170 million metric tons of greenhouse gas emissions—equivalent to the annual emissions from 33 million vehicles—and saved nearly $18 billion on their utility bills. For more information about ENERGY STAR, visit www.energystar.gov or call toll-free 1-888-STAR-YES (1-888-782-7937).