



(La version française suit le texte anglais)

Dear ENERGY STAR® Participants,

The ENERGY STAR Canada team has been working on a number of exciting new resources designed to help you promote the program. These new resources are located on the password-protected [Extranet for Participants](#) site. If you are new to the program and/or require access, please reach out to our team at energystar@nrcan-rncan.gc.ca.

What's new?

Our team has developed several products to help you learn more about brand use and promote your certified products and get social with us. You can find these resources under the '**Requirements for Labelling and Promotion**' and '**Marketing Resources**' sections of the Extranet. Here's what's available to you as a participant:

- **ENERGY STAR Mark Use 101:** This quick reference guide is designed to help you use the ENERGY STAR marks in a brand compliant manner and will outline some dos and don'ts of using the different marks.
- **Communications Toolkits:** We've created communications toolkits for every product category. From commercial products to residential products, these toolkits have drafted messaging to help you promote certified products on social media, websites, marketing materials and anywhere else you can think of. You can also find a suite of customized graphics you are welcome to use.
- **"Promoting the Brand" Infographic:** This infographic will provide you with useful tips for creating content to promote the program, direct you to resources you can share with your audience, and guide you in engaging with our accounts across our social media platforms.
- **"Promoting your win" Infographic:** Designed for ENERGY STAR Canada Award recipients only, this infographic provides guidance on how to promote your partnership with us, tips for writing a news release and places you can use your winner logos.

- **Key Resources:** This document outlines key resources that are useful to participants, including informative websites, email addresses and where to find us on social media.

We encourage you to explore and take advantage of these resources available to you as an ENERGY STAR Canada Participant. Remember, promoting the program is a significant component in ENERGY STAR Canada Awards applications, so these tools will be helpful in maintaining brand integrity.

We look forward to seeing what you do with these resources!

Thank you,

The ENERGY STAR Canada Team

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