

Together we can all make a difference.

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ENERGY STAR® Magazine & Newspaper PSAs:
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Together we can all make a difference.



JOIN US IN THE FIGHT AGAINST GLOBAL WARMING

ENERGY STAR® is a program of the U.S. Environmental Protection Agency helping us all save money and fight global warming through energy efficient products & practices. Learn more at www.energystar.gov.



5"

7"

Dear Advertising Director,

Many of your readers are concerned about global warming and want to know what they can do to help protect the environment for future generations. By placing one of the enclosed U.S. Environmental Protection Agency public service announcements, you can help them learn how to make a difference in the fight against global warming.

The enclosed PSAs focus on individuals and organizations who are making a difference in the fight against global warming with ENERGY STAR. In 2007 alone, Americans, with the help of ENERGY STAR, saved \$16 billion in energy costs and prevented greenhouse gas emissions equivalent to those from 27 million vehicles. But there is still much more we can do.

We strongly encourage you to run these PSAs to help Americans realize that there is something they can do today to make a difference. Please find enclosed a CD containing four different PSAs in seven standard sizes, both in color and black and white. For more information about EPA's ENERGY STAR program, visit www.energystar.gov. If you have additional questions, please contact me at vargas.maria@epa.gov or (202) 343-9451.

Thank you for your support,

Maria T. Vargas
ENERGY STAR Brand Manager, EPA