*This is a media pitch template that your organization can use to engage local media outlets about your participation in ENERGY STAR’s Rule Your Attic! campaign. We recommend sending your pitch to the editor/assignment desk at local media outlets and specific reporters who cover stories of interest to homeowners. Make your pitch as localized as possible. Media outlets prefer stories that include plenty of visuals, so be sure to highlight any photo opportunities you can offer.*

SUBJECT: [ORG NAME] and ENERGY STAR® Team up to Show Homeowners How Sealing and Insulating Help Save on Energy Bills

Dear [EDITOR/REPORTER],

In 9 out of 10 homes across America, low levels of insulation are causing comfort problems and wasting homeowners’ money with high energy bills.\* But just one small trip up to their attic could help homeowners take control over high utility bills and save big—up to 11% a year, according to the U.S. Environmental Protection Agency’s (EPA) ENERGY STAR program.

[PARTNER NAME] is teaming up with ENERGY STAR’s Rule Your Attic! campaign to increase homeowners’ awareness of the benefits of proper sealing and insulation, starting with the attic. Sealing and insulating a home can improve comfort, and the attic is typically one place where homeowners can see the biggest bang for their buck.

Rule Your Attic! is a consumer outreach campaign that asks homeowners to take that first step towards greater energy efficiency by going into their attics and assessing their insulation levels. The campaign runs from October 3 – November 18 and will continue from January 2 – January 27.

Homeowners can follow the hashtag #RuleYourAttic on Facebook and Twitter, or visit [www.energystar.gov/ruleyourattic](http://www.energystar.gov/ruleyourattic) for expert advice with do-it-yourself tips and suggestions for working with a contractor. Homeowners can even get personalized advice from EPA experts by sending pictures, videos, or questions to ENERGY STAR social media accounts or by emailing insulation@energystar.gov. Sound scary? It’s actually quite simple to do—so simple in fact that we’d like to invite you up into someone’s attic to see for yourself!

[Add Partner event and details here]

I’d love to set up a time in the next few days to talk to you more about this opportunity. In the meantime, you can find full details on the Rule Your Attic! campaign in the attached press release.

Sincerely,

XXX

*\*Compared to 2006 IECC standards, Source: Boston University and NAIMA*