



**FOR IMMEDIATE RELEASE**

## **LG ELECTRONICS AND BEST BUY LAUNCH EPA'S 'FLIP YOUR FRIDGE' PROMOTION WITH RACHAEL RAY SHOW**

*Consumer Awareness Campaign and Sweepstakes Highlight  
Benefits of Upgrading to ENERGY STAR Certified Refrigerators*

**NEW YORK, April 27, 2016** – LG Electronics USA and Best Buy are wrapping up Earth Month by encouraging consumers to “Flip Your Fridge” with a nationwide awareness campaign and sweepstakes in cooperation with The Rachael Ray Show and the U.S. Environmental Protection Agency (EPA).

The EPA’s Flip Your Fridge promotion, now in its second year, encourages consumers to responsibly recycle that old energy-wasting refrigerator and upgrade it with a new ENERGY STAR® certified model. LG and Best Buy helped the EPA launch the 2016 ENERGY STAR Flip Your Fridge promotion on the popular Emmy-Award-winning [Rachael Ray Show](#). In addition to highlighting how ENERGY STAR certified products reduce greenhouse gas emissions and fight climate change on the show, Rachael Ray and LG launched the “Rachael Ray Earth Day LG Refrigerator Giveaway.”

For 2016, LG and Best Buy have teamed up to help consumers understand the positive effect that flipping their fridge will have on the environment and their pocketbooks. According to the EPA, if all refrigerators 15 years or older in the United States were replaced with ENERGY STAR certified refrigerators, Americans would save more than \$1 billion in annual energy costs and prevent more than 13 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from more than a million vehicles.

Thanks to LG and Best Buy, from Earth Day through April 28, the Rachael Ray Show is running a new sweepstakes each day for a chance to win LG’s new Black Stainless Steel ENERGY STAR certified refrigerator, with a retail value of \$4,619. Best Buy’s Geek Squad will deliver the new fridges and haul away and responsibly recycle the old ones. In other words, “Flip Your Fridge.” Three studio audience members singled out for their Earth Day “green tips” also are flipping their fridges courtesy of LG and Best Buy. (Details on the sweepstakes are on the Rachael Ray [contest page](#).)



LG's ENERGY STAR certified Black Stainless Steel refrigerators feature a warmer, satin-smooth, fingerprint- and smudge-resistant black stainless steel finish. Another key feature, pioneered by LG is the Door-in-Door® compartment – a magnetically-sealed section of the door that allows access to often-used foods without opening the entire refrigerator, reducing cold air loss to help save energy, too.

The national launch of the EPA ENERGY STAR Flip Your Fridge promotion leverages LG's role both as Official Home Appliance Partner of the Rachael Ray Show and as a 2016 ENERGY STAR Partner of the Year. LG is committed to developing the most innovative and energy-efficient products that provide consumers with superior performance while lessening the impact on the planet. Both LG and Best Buy were recognized by the EPA as ENERGY STAR Partners of the Year-Sustained Excellence.

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#### **About LG Electronics USA**

LG Electronics USA, Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics, Inc., a \$49 billion global force and technology leader in home appliances, consumer electronics and mobile communications. LG Electronics, a proud 2015 ENERGY STAR Partner of the Year, sells a range of stylish and innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems and solar energy solutions in the United States, all under LG's "Life's Good" marketing theme. For more news and information on LG Electronics, please visit [www.LG.com](http://www.LG.com).

#### **About The Rachael Ray Show**

RACHAEL RAY, the 2008 and 2009 Emmy® Award-winning Outstanding Talk Show, is distributed and produced by CBS Television Distribution in association with Harpo Productions, Scripps Networks and Watch Entertainment. Janet Annino is the Executive Producer. CBS Television Distribution is a unit of CBS Corp.

#### **About ENERGY STAR**

ENERGY STAR® is the simple choice for energy efficiency. For more than 20 years, people across America have looked to EPA's ENERGY STAR program for guidance on how to save energy, save money, and protect the environment. Behind each blue label is a product, building, or home that is independently certified to use less energy and cause fewer of the emissions that contribute to climate change. Today, ENERGY STAR is the most widely recognized symbol for energy efficiency in the world, helping families and businesses save \$362 billion on utility bills, while reducing greenhouse gas emissions by more than 2.4 billion metric tons since 1992. Join the millions who are already making a difference at [energystar.gov](http://energystar.gov).

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