



**JULY 2020**

## **LG ENCOURAGES AMERICAN CONSUMERS TO ‘FLIP YOUR FRIDGE’ THIS SUMMER**

ENERGY STAR® Partner of the Year LG Electronics USA is encouraging consumers to “Flip Your Fridge” in a nationwide retail promotion that offers attractive discounts on ENERGY STAR certified LG refrigerators. This year’s **Independence Day Promotion** coincides with the U.S. Environmental Protection Agency’s 2020 Flip Your Fridge campaign, which encourages consumers to responsibly recycle their old energy-wasting refrigerator and upgrade to a new ENERGY STAR certified model. ([www.energystar.gov/flipyourfridge](http://www.energystar.gov/flipyourfridge))



On average, an old refrigerator uses 33 percent more energy than a new ENERGY STAR refrigerator. Replacing your old refrigerator with a new LG model that has earned the ENERGY STAR label could save more than \$200 over the lifetime of the refrigerator. That’s good news for the millions of Americans, homebound this spring, who now are looking to flip their old fridge for a new one. And it’s good for the planet, too.

Through July 8, participating LG national and regional retailers are offering discounts on more than 50 eligible ENERGY STAR certified LG refrigerator models. They come in a variety of configurations, styles and finishes, including French door and side-by-side models in stainless steel, black stainless and matte black stainless steel finishes. Select models also are available on LG.com. ([www.LG.com/promotions/home-appliance-deals](http://www.LG.com/promotions/home-appliance-deals))

In addition, through July 22, consumers that upgrade to an ENERGY STAR certified refrigerator featuring **LG Proactive Customer Care** receive an additional one-year limited extended warranty. The industry-first personalized customer support tool provides customized maintenance tips, monthly usage reports to help keep appliances performing their best, and alerts that warn of potential issues before they arise.

Consumers can save even more with a utility rebate toward the purchase of a new LG ENERGY STAR refrigerator and/or the cost of recycling their old one. Properly recycling an older refrigerator prevents the release of refrigerants and foams that contribute to climate change. Replacing and properly recycling old refrigerators prevents even more greenhouse gas emissions – more than 4,900 pounds over the lifetime of the refrigerator.



According to the EPA, if all refrigerators more than 15 years old were replaced with ENERGY STAR certified refrigerators, Americans would save more than \$275 million in annual energy costs and prevent more than 5.2 billion pounds of greenhouse gas emissions annually, equivalent to the emissions from about 500,000 vehicles.

*EDITOR'S NOTE:*

*Prices, promotions and availability may vary by store and online. Prices subject to change without notice. Terms and Conditions apply. Details available at [www.lg.com/us/promotions](http://www.lg.com/us/promotions).*

*One-year warranty applies to eligible Proactive Customer Care models registered with the LG ThinQ app. Details available at [lg-promos.com/us/en/pages/proactivecare/home](http://lg-promos.com/us/en/pages/proactivecare/home).*

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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 \$53 billion global innovator in technology and manufacturing. In the United States, LG's focus on Innovation for a Better Life is exemplified by a wide range of innovative home appliances, home entertainment products, mobile phones, commercial displays, air conditioning systems, solar energy solutions and vehicle components. The "Life's Good" marketing theme encompasses how LG is dedicated to people's happiness by exceeding expectations today and tomorrow. LG is a 2020 ENERGY STAR® Partner of the Year-Sustained Excellence. [www.LG.com](http://www.LG.com).

**About ENERGY STAR**

ENERGY STAR® is the government-backed symbol for energy efficiency, providing simple, credible, and unbiased information that consumers and businesses rely on to make well-informed decisions. Thousands of industrial, commercial, utility, state, and local organizations – including more than 40 percent of the Fortune 500 – rely on their partnership with the U.S. Environmental Protection Agency to deliver cost-saving energy efficiency solutions. More information about ENERGY STAR can be found at: [energystar.gov/about](http://energystar.gov/about) and [energystar.gov/numbers](http://energystar.gov/numbers).

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