

**SOCIAL MEDIA MESSAGES – 144th KENTUCKY DERBY – 2018**

Please use the sample social media messages below to let your followers know to bet on 811 at the Kentucky Derby this Saturday, May 5!

**Facebook messages**

**Thursday, May 3:** Call 811 (tag [Facebook.com/Call811](http://facebook.com/call811) using @call 811) will make a return visit to Churchill Downs for Saturday’s Kentucky Derby (tag [Facebook.com/Kentucky Derby](http://facebook.com/kentuckyderby) using @Kentucky Derby), this time aboard jockeys Drayden Van Dyke and Jose Lezcano, who will ride Instilled Regard and Flameaway, respectively. In addition, Victor Espinoza, aboard, Bolt d’Oro, will be sporting 811 on his boots and pre-and-post race caps. We’re betting on #Call811 to make it to the Winner’s Circle for the third time in the last five years. Join us in cheering on Drayden and Jose as they remind everyone to #Call811 before digging.

**Friday, May 4:** Let your friends and family know to cheer for Call 811 (tag [Facebook.com/Call811](http://facebook.com/call811) using @call 811) at the Kentucky Derby (tag [Facebook.com/Kentucky Derby](http://facebook.com/kentuckyderby) using @Kentucky Derby) tomorrow! Jockeys Drayden Van Dyke and Jose Lezcano will be sporting the #Call811 logo on their pants, boots and hats (pre- and post-race) to remind everyone who watches the Derby to always call 811 before digging. In addition, Victor Espinoza, aboard, Bolt d’Oro, will be sporting 811 on his boots and pre-and-post race caps.

**Saturday, May 5:** Be sure to tune into NBC around 6:30 p.m. EDT today to cheer on 811-sponsored jockeys Drayden Van Dyke aboard Instilled Regard and Jose Lezcano aboard Flameaway and Victor Espinoza aboard Bolt D’Oro at the Kentucky Derby (tag [Facebook.com/Kentucky Derby](http://facebook.com/kentuckyderby) using @Kentucky Derby)! Will 811 win its third Derby in five years? We’re betting YES! #Call811 #KentuckyDerby

**Twitter messages  
  
Thursday, May 3:** Will @EspinozasVictor (riding Bolt d’Oro) @DraydenV (riding Instilled Regard) or Jose Lezcano (aboard Flameaway) bring #Call811 another #KentuckyDerby win this year? Tune in this Saturday to see, and remember to always call 811 before digging this spring!

**Friday, May 4:** The #Call811 logo rides again this Saturday at the #KentuckyDerby at @ChurchillDowns. Bet on @EspinozasVictor @DraydenV and Jose Lezcano, and #Call811 before you dig! And always bet on digging safely when you #Call811 a few days before breaking ground.

**Saturday, May 5:** Bet on #Call811 at the #KentuckyDerby today! Tune into NBC @ 6:30 p.m. EDT to see @DraydenV and Jose Lezcano wear #Call811 in their pursuit of visiting the Winner’s Circle. Remember to always #Call811 before digging!