**811/lowe’s partnership news release template**

#### [Insert Company Logo]

**FOR IMMEDIATE RELEASE**

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**[Stakeholder Name] Teams up with Lowe’s to Share ‘Call 811 Before You Dig’ Message on Tree Wraps in Garden Centers**

*Making a free call to 811 before planting a tree or starting other digging projects can prevent damage to underground utility lines and keep communities safe*

**CITY, STATE** **(DATE)** –STAKEHOLDER ORGANIZATION’S NAME] today announced its role as a partner in a national effort to share the “Call 811 Before You Dig” safety message on tree wraps attached to trees sold in Lowe’s Garden Centers in 2019.

Lowe’s Garden Center customers will be educated about the importance of calling 811 before digging when they review information on the tree wraps, which includes planting instructions for each specific type of tree.

Digging without knowing the approximate location of underground utilities can result in serious injuries, service disruptions and costly repairs when gas, electric, communications, water and sewer lines are damaged.

The national public opinion survey of homeowners conducted in March 2019 by the Common Ground Alliance (CGA), the national association dedicated to protecting underground utility lines, people who dig near them, and their communities, revealed that **nearly half of American homeowners who plan to dig this year will dig as part of a “DIY” landscaping project.**

The CGA survey also revealed that 42 percent of homeowners who plan to dig this year will put themselves and their communities at risk by not calling 811 a few days beforehand to learn the approximate location of underground utilities.

“Completing a landscaping project – such as planting a tree – is the most likely reason a homeowner will put a shovel into the ground this year, which makes tree buyers such an important group of people to reach with the 811 message,” said [SPOKESPERSON NAME, TITLE, ORGANIZATION’S NAME]. “Our partnership with Lowe’s will help us reach homeowners who may have otherwise decided to dig without calling 811 with timely and important safety information that helps them make the right decision.”

“Lowe’s supports 811 by including safe digging information on certain products we sell nationwide – like trees and Kobalt shovels and spades, among others – to help ensure the safety of our Pro and DIY customers who will be outside digging,” said Bill Boltz, Lowe’s executive vice president of merchandising. “Our customers rely on Lowe’s for help completing home and yard improvement projects, and we’re committed to providing the critical safety information to help them do it the right way.”

Everyone who calls 811 a few days before digging is connected to a local one call notification center that will take the caller’s information and communicate it to local utility companies. Professional locators will then visit the dig site to mark the approximate location of underground utility lines with spray paint, flags or both. Once a site has been accurately marked, it is safe to begin digging around the marked areas.

[STAKEHOLDER ORGANIZATION’S NAME] encourages homeowners to take the following steps when planning a digging project:

* Always call 811 a few days before digging, regardless of the depth or familiarity with the property.
* Plan ahead. Call on Monday or Tuesday for work planned for an upcoming weekend, providing ample time for the approximate location of lines to be marked.
* Confirm that all lines have been marked.
* Consider moving the location of your project if it is near utility line markings.
* If a contractor has been hired, confirm that the contractor has called 811. Don’t allow work to begin if the lines aren’t marked.
* Visit [www.call811.com](http://www.call811.com) for complete info.

About [STAKEHOLDER COMPANY NAME]

Include brief information about your organization here.