**SOCIAL MEDIA MESSAGES – LOWE’S-811 PARTNERSHIP**

**General 811/Tree Social Media Messages**

* We have exciting news! 811 and Lowe’s have collaborated to share the Call Before You Dig message on their tree wraps. Visit any Lowe’s store nationwide, and remember to make a call to 811 a few days before you plant a tree or start any other digging project. #811Lowes
* Want to increase your property values and lower your energy costs? Planting a tree does both. Visit a Lowe’s Garden Center near you and be sure to call 811 before you dig. #811Lowes
* Three trees placed strategically around a single-family home can cut summer air conditioning needs by up to 50 percent. Visit a Lowe’s Garden Center near you and be sure to call 811 before you dig. #811Lowes
* An apple tree can yield up to 15-20 bushels of fruit per year and can be planted on the tiniest urban lot. Visit a Lowe’s Garden Center near you and be sure to call 811 before you dig. #811Lowes
* Trees increase property values! The beauty of a well-planted property and its surrounding street and neighborhood can raise property values by as much as 15 percent. Visit a Lowe’s Garden Center near you and be sure to call 811 before you dig. #811Lowes