GENERIC INTERNAL EMPLOYEE EMAIL

***Email Title:*** Download New App Today!



Dear XXXX Employees,

Our partner, Common Ground Alliance (CGA), has worked with Phillips 66 Pipeline LLC to create an interactive, educational app that targets football fans and promotes pipeline safety messaging.

The innovative app is titled “Make the Call” and is centered around football’s biggest game to be played in Houston, Texas, on February 5th. People who download the app and participate will be prompted to answer questions about the Big Game such as, “Which player will catch the opening kick-off?” and “How many yards will the opening punt be returned?” After responding to the questions, participants are presented with pipeline safety messages about calling 811. Participants will also be entered into a competition to win a grand prize.

As you know, when calling 811, people are connected to a local One-Call Center, which notifies the appropriate utility companies of their intent to dig. Professional locators are then sent to the requested digging site to mark the locations of underground lines with flags, paint or both.

Every six minutes an underground utility line is damaged because someone decided to dig without calling 811 first. Striking a single line can cause injury, repair costs, fines and inconvenient outages. Installing a mailbox, building a deck and planting a tree or garden are all examples of digging projects that should only begin a few days after a call to 811.

The “Make the Call” app is available online in the Apple Store and in Google Play for both tablet and phone devices. We hope you will consider downloading the app, and spreading the word to your families and friends. By educating more people about the importance of calling 811, we can help keep ourselves and our communities safe and connected.

Sincerely,

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