GENERIC MEDIA ADVISORY

[Insert Company Logo]

Media Contact:   
[NAME]  
[PHONE NUMBER]  
[EMAIL ADDRESS]

**CGA AND PHILLIPS 66 PIPELINE LLC TO LAUNCH NEW APP**

**WHAT:** The Common Ground Alliance (CGA) and Phillips 66 Pipeline LLC are launching a new, innovative educational app titled “Make the Call” that targets football fans and promotes pipeline safety messaging.

**WHEN:** People can begin downloading the app in late January. It will be centered around the “Big Game” to be played in Houston, Texas, on February 5th.

**DETAILS:** 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, the national call-before-you-dig number, to ensure that people’s buried utility lines are marked before any digging project. Participants will also be entered into a competition to win a grand prize.

**WHY:** 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. Through this app, CGA and Phillips 66 are hoping to reach a wide audience with important messages that are aimed at keeping people and their communities safe and connected.

For more information, visit makethecallapp.com

# # #