GENERIC NEWSLETTER ARTICLE

**UTILIZING TECHNOLOGY AND FOOTBALL TO REACH NEW AUDIENCES**

***CGA and Phillips 66 Pipeline LLC Partner to Promote Pipeline Safety through Free Interactive App***

The Common Ground Alliance (CGA) and Phillips 66 Pipeline LLC have partnered 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 the “Big 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, the national call-before-you-dig number, to ensure that people’s buried utility lines are marked before any digging project. People who participate in the app will also be entered into a competition to win a grand prize.

“We are excited to be a part of this innovative app aimed at promoting pipeline safety in a fun and educational way. Since the big game has such a large following, we are hoping to reach a wide audience with our important 811 messages. The goal is to help keep people and their communities safe and connected,” says Bob Kipp, CGA President.

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.

CGA is a member-driven association of 1,700 individuals, organizations and sponsors in every facet of the underground utility industry. Established in 2000, CGA is committed to saving lives and preventing damage to underground infrastructure by promoting effective damage prevention practices. For more information, visit <http://commongroundalliance.com/>.

Phillips 66 Pipeline LLC manages more than 18,000 miles of strategically placed crude oil, raw NGL, LPG, natural gas and petroleum products pipeline systems across the United States. Phillips 66 Pipeline LLC makes safety our highest priority. We value the relationships we’ve cultivated in the communities where we work and live. We know you expect us to operate safely, and we do. For more information, visit <http://www.phillips66pipeline.com/>.