SECOND SCREEN APP NEWS RELEASE

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**[INSERT STAKEHOLDER NAME] ENCOURAGES FOOTBALL FANS TO USE NEW SECOND SCREEN APP WHILE THEY WATCH THE BIG GAME**

**City, State, (Date) –** [INSERT STAKEHOLDER NAME] is encouraging football fans to download a fun new second-screen app while they watch the big game on February 5th. The app is titled “Make the Call” and participants will be encouraged to answer questions about the big game before it unfolds in real time, like “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 provided with important pipeline safety messages and they are entered to win a grand prize.

The Common Ground Alliance (CGA) and Phillips 66 Pipeline LLC teamed up to create the app, one of the first second screen app experiences created by the industry. CGA and Phillips 66 want to give television viewers a more interactive experience while they watch the big game this year. It also gives the organizations an opportunity to reach a wide and potentially new audience with their pipeline safety messaging.

“We are excited to be a part of this innovative second screen 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 messages. The goal is to help keep people and their communities safe and connected,” says Bob Kipp, CGA President.

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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/>.