**8/11 Day NEWS RELEASE TEMPLATE**

#### [Insert Company Logo]

**Media Contact:**

[NAME]

[PHONE NUMBER]

[EMAIL ADDRESS]

AUG. 11 (8/11) serves as CONVENIENT REMINDER for [Insert State name] residents to always call 811 Before DigGing

*[Insert Stakeholder Name] encourages people to make a free call X days before digging to know what’s below*

**CITY, STATE, (Aug. 6, 2018)** – With Aug. 11 almost here, [INSERT STAKEHOLDER NAME] hopes this date on the calendar, 8/11, will serve as a natural reminder for residents to call 811 prior to any digging project to have underground utility lines marked. Every nine minutes an underground utility line is damaged because someone decided to dig without first calling 811.

When calling 811, homeowners and contractors are connected to [INSERT STAKEHOLDER NAME], the 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 approximate locations of underground lines with flags, spray paint or both.

Striking a single line can cause injury, repair costs, fines and inconvenient outages. Every digging project, no matter how large or small, warrants a call to 811. Installing a mailbox, building a deck, planting a tree and laying a patio are all examples of digging projects that need a call to 811 before starting.

“On Aug. 11and throughout the year, we remind homeowners and professional contractors alike to call 811 before digging to eliminate the risk of striking an underground utility line,” said [INSERT NAME HERE], [TITLE] for [INSERT STAKEHOLDER NAME], “It really is the only way to know which utilities are buried in your area.”

The depth of utility lines can vary for a number of reasons, such as erosion, previous digging projects and uneven surfaces. Utility lines need to be properly marked because even when digging only a few inches, the risk of striking an underground utility line still exists.

Visit [www.call811.com](http://www.call811.com) or [INSERT STAKEHOLDER/ONE-CALL WEBSITE HERE] for more information about 811 and safe digging practices.

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**internal talking points for 8/11 day**

Many CGA stakeholders often begin each meeting with a safety message. Below CGA has provided talking points that can be presented at your company’s next safety meeting on or around Aug. 11 to help educate employees about 811 and its role in protecting the safety of workers, customers and entire communities.

Key messages:

* Every digging project requires a call to 811.
* Calling 811 a few days prior to digging notifies utility companies of the intent to dig and gives representatives time to mark the appropriate lines.
* Aug. 11 is 8/11 on the calendar, a natural reminder for people to call 811.

How 811 works:

* 811 can be called from anywhere in the country.
* A representative from your local one call center will answer the call to find out the location and description of the digging site.
* The affected utility companies will be notified of the intent to dig.
* The utility companies will each send a professional locator to the digging site to identify and mark the approximate location of the underground lines.
* Once lines have been marked, you should respect the marks and dig carefully around them.

Types of projects:

* Lines need to be marked for each separate project, such as installing a rural mailbox, putting up a fence, planting trees or building a deck.
* Call a few days prior to digging to allow time for professional locators to mark the utility lines.
* Even if you’ve hired a contractor, make sure the contractor calls 811 to have lines marked.

Consequences:

* Every nine minutes an underground utility line is damaged because someone decided to dig without first calling 811.
* Hitting an underground utility line while digging can cause serious injuries, disrupt service to entire neighborhoods, and potentially result in fines and repair costs.

More information:

* To learn more about 811, visit [www.call811.com](http://www.call811.com).

**Internal communications template for 8/11 day**

8/11 DAY IS THIS WEEKEND, a Natural Reminder to Call 811 before Digging

This Saturday is Aug. 11 (8/11 on the calendar), which serves as a good reminder to everyone to call 811 a few days before digging to identify the approximate location of underground utility lines.

Every nine minutes an underground utility line is damaged because someone decided to dig without first calling 811, and we at [Insert Stakeholder Name] do not want anyone to become part of the statistic.

Utility services that your family depends on, such as cable TV, high-speed Internet, landline telephone, electric, gas, water and sewer, are buried underground in many communities. Striking one of these lines can result in inconvenient outages for entire neighborhoods, harm to yourself or someone else, and repair costs.

When you call 811 a few days before you plan to start your project, a local one-call center representative will collect your information and notify the affected local utility companies of your intent to dig. A professional locator will then visit the dig site to mark the approximate location of all underground utility lines with paint, flags or both. Once your site has been marked, it is safe to begin digging around the marked areas.

No matter the type of project – installing a mailbox, putting in a fence, planting trees or shrubbery, building a patio or deck, or excavating a new garden area – make sure to call 811 several days prior to digging to have your site properly marked, and remind our customers, as well as your friends and family, to do the same. Always call 811 before you dig and know what’s below.

[Email signature if applicable]