

811 Campaign Countdown: 3 Months Until Launch!

The past month has been quite successful for the CGA team as we work toward the May national launch of 811. To start, CGA members have been busy visiting the Call811.com Web site and planning campaign activities. In addition, last month's announcement of the Web site launch garnered considerable interest from the digging industry media. Last, but certainly not least, CGA announced our first two national launch campaign partnerships with true giants of the digging industry.

Even though www.Call811.com has only been live for three weeks, it has received visitors from nearly every state in the U.S., from Alaska and Hawaii all the way to Maine and Florida. To date, 3,500 visitors have viewed roughly 14,500 pages to learn more about how the 811 campaign can save lives and protect underground infrastructure.

As we build towards the National Announcement Event on May 1, we still need your help in spreading awareness of our campaign Web site and all the great campaign materials available to the digging world. You can get involved right now by linking your Web site to Call811.com, encouraging your employees and associates to visit, blogging about the site launch, or by contributing to the "Tips and Tools" section.

Meanwhile, the launch of Call811.com has been raising eyebrows among members of the digging media. Already, the site launch announcement has resulted in coverage in Engineering News Record and the AGC of America newsletter, representing more than 100,000 media impressions. As ENR wrote "For years, utility companies, government agencies and contractor organizations have been trying to educate the public ... about the importance of establishing and using one-call numbers for determining where utilities are buried...there now are so many local and state phone numbers for locating utilities that there sometimes is more confusion than solution...but that is about to end." To read ENR's editorial in its entirety, visit <http://www.call811.com/for-the-media/news.aspx>.

CGA has received commitments from 17 additional digging industry publications to cover the 811 campaign before the May national consumer launch, and we'll continue to highlight their coverage each month.

Of course, no campaign is successful without partners, and this month's signing of two national launch partners gives the 811 campaign even more reach and credibility. John Deere and the Associated General Contractors of America have agreed to participate in a variety of ways, including 811 logo placement on equipment; distribution of the 811 public service announcement; participation in the national consumer launch event; inclusion of 811 in existing publications and events; and incorporation of the 811 logo in key safety materials and resources. For more information visit <http://www.call811.com/for-the-media/press-releases.aspx>.

With less than 75 days remaining until the national launch, your help is more important than ever. There are myriad ways for you to get involved, and as always, CGA staff is available to answer any question you may have as we work towards a safer America.



Know what's below.
Call before you dig.