

March 21, 2011

Dear Damage Prevention and Safety Partner:

On behalf of JULIE, Inc., I would like to thank you for your commitment to safety.

During *National Safe Digging Month in April*, we are working with damage prevention and safety partners to launch a statewide public safety and education campaign to increase awareness about the importance of contacting JULIE, Inc. before any outdoor projects this spring. The goal of this "Call 8-1-1" initiative is to reduce the risk of striking underground utility lines and potentially causing environmental or property damage, costly delays or personal injury. This is a free call and service.

Once per minute, underground utility lines are unintentionally damaged. Homeowners and professional excavators who fail to notify a state one-call center, such as JULIE, before digging cause approximately 40 percent of all damages, making it the top reason for these dangerous and costly incidents. This statistic jumps to 60 percent for landscaping and fence building projects. Based in Joliet, JULIE is a not-for-profit organization committed to promoting the importance of notifying the one-call center and safe-digging practices across Illinois.

Safety Message Recommendations

Please consider including a "Call JULIE Before You Dig" safety message on your Web site, in a community newsletter or on the sign or marquee in the front of your fire department and/or municipal building(s) in April. Recommendations for copy include:

- KNOW WHAT'S BELOW. CALL JULIE AT 8-1-1.
- CALL JULIE BEFORE YOU DIG. DIAL 8-1-1.
- APRIL IS SAFE DIGGING MONTH. CALL JULIE AT 8-1-1.
- BEFORE YOU DIG, CALL JULIE AT 8-1-1. SAFE DIGGING TIPS AT ILLINOIS1CALL.COM.
- SAFE DIGGING IS NO ACCIDENT. CALL JULIE AT 8-1-1.

Free Safety and Education Materials Available

Other examples of proactive outreach efforts include distributing education materials at safety forums, community events or open houses. For a list of free materials and ordering information for an upcoming event, please visit www.illinois1call.com.

Due to your support and assistance, this initiative has become a model program across the country. Photos of signs with the safety message or news about other outreach efforts will be posted on our Web site and included in our communications materials. Please send photos, Web site links or materials to my attention at chmura@illinois1call.com. We can also come out and take photos, if interested. For additional information, please contact me directly at 815-741-5005.

Sincerely,

Kevin T. Chmura

Kevin T. Chmura
Director of Public Relations



Mark A. Frost, *Executive Director*

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