



Campaign Reminds Public There's More at Risk Than a Pipeline Alliance Pipeline Supports National Safe Digging Month

Calgary, AB – *March 30, 2011* – The message is compelling: there is far more at risk than a pipeline. That is Alliance Pipeline's theme for its April Safe Digging Month campaign this year.

Safe Digging Month is a nation-wide initiative that takes place during the month of April. Unauthorized digging is the number one cause of damage to pipelines and other buried utilities. Throughout April, the company is promoting the importance of calling the provincial one-call centre before digging. Alliance is using radio ads, direct mail and other communications to reach the communities where the company operates, to help people understand the vital importance of "call before you dig".

"We all rely on energy, and the safest way to transport it is by pipeline, but when people dig without calling the provincial one-call centre first, it puts in jeopardy not just critical infrastructure, but people's lives. That's because even a small nick or dent to a pipeline today can lead to a serious issue down the road, if undetected", said Rob Gray, a spokesperson Alliance Pipeline.

"With spring in the air, people start thinking about farming and outdoor projects, so it is timely to remind farmers, homeowners, business owners and contractors alike, that it is critical to call the provincial one-call centre before commencing any sort of digging or excavation", said Gray. "This includes activities like deep tilling, installing drain tiles, decks, fencing and driveways, or even just planting a tree."

Calling Alberta 1-call at 1-800-242-3447 initiates a process to have underground utility lines located and marked. Operators will ask the location of the digging job and route the information to utility companies with lines in that area. The affected utility company will send someone to mark their lines within three business days, so an excavator can work safely around them.

In spite of public information campaigns like this, every year failure to "call before you dig" results in injury, legal hassles, and disruption of utilities – like power, water, and telephone – for hundreds of thousands of individuals and families.

For more information about working safely around pipelines and other underground utilities, visit www.alliancepipeline.com/digsafe, www.alberta1call.com, or call Alliance Pipeline at 1-877-717-9017.

Alliance Pipeline transports natural gas through a 3,719-kilometer pipeline system that collects gas in northeastern British Columbia and northwestern Alberta, running underground through Saskatchewan, North Dakota, Minnesota, Iowa, and terminating in Illinois, the heart of the U.S. Midwest. Alliance delivers more than 1.6 billion cubic feet per day of rich, high-energy natural gas to the Chicago market, enough to fuel the daily needs of seven million homes.

-30-

Media Contact:

Rob Gray
Senior Communications Advisor
(403) 517-7783
rob.gray@alliancepipeline.com
www.alliancepipeline.com