

For Immediate Release

Utilities Service Protection Center of Delmarva, Inc. (USPCD) April 1, 2024

Miss Utility of Delmarva to Rebrand

USPCD to rebrand to align with the national 811 message.

USPCD, which was incorporated in 1987, is the organization that accepts excavation requests and transmits it to utility owners in Delaware and the Eastern Shore of Maryland. Our team also upholds safe digging laws in both jurisdictions.

The USPCD Board of Directors believes now is the right time to rebrand the logo to better align with the national brand of 811. The former name of Miss Utility of Delmarva, which has deep roots in our region will be recognized in the new brand; Delmarva811 Powered by Miss Utility.

Several states throughout the country have 811 included in their branding. This is because 811 is the national phone number to call before you dig. Calling this number will initiate the process of notifying utility companies to mark out their infrastructure so the excavator does not hit the underground line.

This rebranding will coincide with our website change to [www.delmarva811.com](http://www.delmarva811.com).

The mission of the organization will remain the same: to assist excavators, facility owners, and the public in the prevention of underground damages, service outages, personal injury, and their associated repercussions, through education, and the promotion of the One Call System.

