

## 211 Launches on-line in Central Alberta

Red Deer, Alberta – June 17, 2014 – United Way of Central Alberta is excited to announce the launch of the on-line 211 service for Central Alberta residents which can be found at [www.ab.211.ca](http://www.ab.211.ca). 211 connects residents to a full range of detailed community, social, government and health service information.

211 is currently available both on-line and by phone for Nova Scotia, Ontario, Manitoba, most of British Columbia and in Alberta through Calgary, Edmonton and Wood Buffalo regions, and now Central Albertans can enjoy the ability to connect through the on-line service.

“211 is a 24/7 professional service to help people navigate the very complex network of community and social services across our region.” stated United Way Central Alberta CEO Robert Mitchell. “After seeing the value of this service during the flooding last year in High River and Calgary, we knew that we had to make sure we could launch this in our area as soon as possible.”

Kath Hoffman, Executive Director for Safe Harbour Society and United Way member agency commented, “This is great step forward for our region. It gives everyone access to services in our community so easily. People will be able to type in what they are looking for and have an answer immediately. Both our staff and clients will be better informed on all the services that might meet their needs.”

With the launch of the on-line access to this critical service, United Way hopes to be able to launch the 211 phone service in the next twelve months. The annual cost to support this service with our current Central Alberta population is approximately \$120,000 and will be possible only through partnerships with local municipalities and businesses.

For more information, please contact:

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