



FOR IMMEDIATE RELEASE

211 Phone Service Expands to More Communities in Central Alberta

Red Deer, Alberta – July 26, 2016 – Great news for residents of Red Deer County and the communities of Delburne, Elnora, Bowden and Penhold and Innisfail! United Way Central Alberta today announced that 211 phone service is coming to your community.

211 is the source Canadians trust when seeking information and services to deal with many of life's challenges. 211's award-winning telephone help line (2-1-1) and website www.ab.211.ca provide a way to navigate the wealth of community, health, government and social services information.

In Central Alberta, the 211 online service has been available to everyone since February 2014. It has been a United Way goal to bring the complementary 211 phone service first to the entire region of Central Alberta, and beyond to the entire province.

"Our first major milestone towards achieving this goal came in February 2015 when we partnered with The City of Red Deer to bring 211 phone service to city residents," explained Robert Mitchell, CEO for United Way Central Alberta. "Now new partnerships with Family Community Support Services (FCSS) for Red Deer and District, as well as the Town of Innisfail have made it possible to expand the 211 phone service beyond The City."

While the 211 online database is a powerful resource and can help many people, it has limits: visitors must understand English, have access to a computer and be somewhat Internet savvy. 211 phone service overcomes these limitations by using a technology that everyone knows, providing access to qualified Information and Referral Specialists, as well as to translators in over 200 languages. It is free, and available 24/7.

"Bringing the 211 phone service to communities outside of The City of Red Deer is an important step towards ensuring that all Central Albertans have the support they need, especially in these trying economic times when demand for social, health and government services will escalate," explained Christine Moore, Deputy Mayor for Red Deer County. "We are delighted to see the Town of Innisfail come onboard as a partner, and would encourage other municipalities to do the same."

The "First Call" for 211 phone service will be placed by the County and Innisfail officials on July 26:

- FCSS Red Deer County & District – 11:00 am – County Council Chambers
- Innisfail – July 26, 1:00 pm – Innisfail Town Office

For more information on 211, readers are encouraged to visit www.ab.211.ca.

For more information, please contact:
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About United Way Central Alberta

United Way's mission is to improve lives and build community through engagement and mobilized collective action. By investing in programs that get to the root causes of complex social issues, United Way is able to change people's lives and lift them to new levels of possibility. All donations are invested by active community volunteers and directed into Central Alberta communities to create community impact. Established in 1965, United Way Central Alberta celebrated its 50 anniversary in 2015.