



United Way
Central Alberta

FOR IMMEDIATE RELEASE

Help Starts Here: United Way and 211 Help Residents Navigate the Stress of the Winter Season

RED DEER, November 2, 2016 – The winter months can cause both financial and emotional stress, especially for people living on a low income or coping with a change in their circumstances. United Way is proud to support 211® Information and referral service which provides individuals and families with the help they need to brave the winter season. By calling 2-1-1 from Red Deer and most communities in Red Deer County or visiting www.ab.211.ca from anywhere, residents can access a wide variety of community services, including:

- Community Volunteer Tax Clinics: Offering low-income residents help to file their taxes.
- Financial support with Utility Bills: Keeping heat on for families during the cold winter.
- Holiday Toy Programs: Helping all children experience the joys of the holiday season.
- Holiday Meals and Gifts: Combating hunger and isolation that winter and poverty can bring.
- Out of the Cold Programs: Providing hot meals and/or beds to the homeless and hungry.
- Winter Coats, Socks and Boots: Keeping everyone warm through the cold of winter.
- Support for the Homeless: Providing clothing, shelter, boots, sleeping bags and care kits.
- Meals on Wheels and Transportation Assistance: Helping seniors and the disabled eat well through the winter and make it to critical medical appointments in any weather.
- Friendly Visits and Calls: Keeping seniors connected and offering cheer during the holidays.
- Recreation Opportunities: Offering ways to make friends, get active and reduce isolation.
- Mental Health Programs: Connecting people to distress lines, crisis programs, support groups, etc.

“Poverty is a far-reaching and complex issue. The challenges it brings are never more difficult than during the winter and holiday season,” said United Way Central Alberta CEO, Robert Mitchell. “United Way partners with agencies throughout our region to support community services that can be accessed through 211. These services help people stay connected and healthy during these cold months, even on a limited income.”

211 is the easy way to access financial, emotional and other supports in Alberta communities this winter.

About 211 & United Way

211 is an information referral service championed by United Ways across Canada to help people navigate the complex network of human services quickly and easily, 24 hours a day, 7 days a week. Ontario 211 Services and Green Shield Canada have partnered to provide communications resources in order raise awareness of the 211 services during the most challenging season of the year.

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