



Media Advisory

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COLD SNAP EXPECTED TO INFLATE HEATING COSTS Energy Bill Assistance for Low-Income Households: Dial 2-1-1 or 800-273-6222

SAN FRANCISCO, January 9, 2007 – As record cold temperatures descend on the Bay Area this week, low-income residents who need help paying their PG&E bills can dial 2-1-1, a service of United Way of the Bay Area, to learn about energy assistance programs that serve our region. United Way's 2-1-1 referral service is free, confidential and available 24 hours a day in more than 150 languages.

NOTE: Callers dialing from outside San Francisco County can reach United Way's 2-1-1 call center at 800-273-6222. For the hearing impaired, dial 415-808-4440 (TTY) or 7-1-1

United Way's trained Information & Referral specialists can answer questions such as:

- How do I apply for energy assistance?
- What are the eligibility requirements?
- Do I qualify for other kinds of assistance or community services?

About 2-1-1

2-1-1, a service of United Way of the Bay Area, is an easy-to-remember, three-digit phone number that connects people in need with health and human services. This free, confidential, 24-hour multilingual information line also serves as a vital link for individuals seeking to volunteer, provide resources and assist during times of crisis. Currently, 2-1-1 service is available in San Francisco County from landline telephones and from Cingular, Sprint, T-Mobile and MetroPCS cell phones. Residents using other cellular service providers or calling from outside San Francisco County can reach United Way's 2-1-1 call center by dialing 415-808-HELP or 800-273-6222, Monday – Friday, 8:30 a.m. – 5:30 p.m. For the hearing impaired, dial 415-808-4440 (TTY) or 7-1-1. United Way's introduction of 2-1-1 in San Francisco is the first step in plans to promote and establish 2-1-1 service throughout the Bay Area. Learn more at www.211bayarea.org.

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