



Media Advisory

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Get Connected this Holiday Season: Dial 2-1-1 to Give Help or Get Help

SAN FRANCISCO, November 20, 2008 – This holiday season, the Bay Area’s 2-1-1 community information line can connect families and individuals in need -- as well as residents seeking to volunteer -- with local nonprofit agencies. To give help or get help, simply dial 2-1-1 to access hundreds of nonprofits that serve our region.

GET HELP: Call 2-1-1 to access help from community organizations this holiday season, such as free holiday meals, food baskets, toys and counseling for the holiday blues.

GIVE HELP: Dial 2-1-1 to connect with holiday volunteer and donation opportunities such as serving holiday meals, organizing a food drive, collecting and distributing toys to youth and families in need, and joining holiday festivities at local senior centers.

Residents who cannot dial 2-1-1 should call 800-273-6222 to reach United Way’s 2-1-1 call center. For the hearing impaired, dial 415-808-4440 (TTY) or 7-1-1.

NOTE: B-roll video footage of the 2-1-1 call center is available upon request.

About 2-1-1

Launched throughout the Bay Area in February 2008, 2-1-1 is an easy-to-remember, toll-free phone number that connects callers with local community services, such as food, shelter, counseling, employment assistance, quality child care and more. During a disaster, 2-1-1 provides critical information about evacuation routes, food and shelter, as well as support with finding new jobs and permanent housing during long-term recovery. 2-1-1 is confidential and available 24 hours a day in more than 150 languages. 2-1-1 Bay Area is operated by United Way, Eden I&R, and Contra Costa Crisis Center. For more information, visit www.211BayArea.org.

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