



## Press Release

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### **2-1-1 San Francisco Now Available from Cell Phones**

**United Way's 2-1-1 Information Line accessible from Cingular, MetroPCS, Sprint and T-Mobile phones**

SAN FRANCISCO, January 10, 2007 -- United Way of the Bay Area (UWBA) is pleased to announce that 2-1-1 San Francisco, the toll-free community services information line, now can be accessed from Cingular, MetroPCS, Sprint and T-Mobile cellular phones. Launched by UWBA in March 2006, 2-1-1 phone service initially was available only from landline telephones in San Francisco. When 2-1-1 is dialed from cell phones, airtime charges, taxes and other potential fees apply.

2-1-1 is an easy-to-remember phone number that connects people in need with health and human services. This toll-free, confidential, 24-hour multilingual service also provides a vital link for individuals seeking to volunteer, provide resources, and assist during times of crisis.

"When people need help, accessing information is one of the biggest challenges," said Anne Wilson, CEO of United Way of the Bay Area. "By making their phones accessible to 2-1-1, Cingular, MetroPCS, Sprint and T-Mobile are opening a vital communications channel that will help Bay Area residents quickly connect with community services, whether these callers are seeking to get help or give help. On behalf of the entire community, United Way thanks our new cellular partners for their generous support of 2-1-1."

### **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 toll-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, MetroPCS, Sprint, and T-Mobile 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., Pacific Time. 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](http://www.211bayarea.org).

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