***  
  
Media Contact:*** *Your Contact*

***Office:****Your Phone*

***Email:*** *Your Email*

***Date:*** *Today’s Date****FOR IMMEDIATE RELEASE***

**2-1-1 DAY ON FEBRUARY 11 CELEBRATES HUMAN SERVICE HELP LINE**

Your Town/City, PA – Sunday, February 11th is PA 2-1-1 Day. This is a day to celebrate all of the life-changing ways United Way’s 2-1-1 help line services the residents of Pennsylvania, and to encourage more to utilize the service available to them.

2-1-1 is the free, confidential, 24-hour information and referral service that connects 97 percent of Pennsylvanians with all the health and human services available to help. In 2017, over 199,000 Pennsylvanians turned to 2-1-1 for help.

“People reached out to 2-1-1 to find information on basic needs, like heating or utility assistance, eldercare, or to find the closest food bank,” said Your President/CEO. “But they also called for everyday information like where to take their child for developmental screening, or how to locate job training or how to schedule free tax filing support.”

In 2017, the top five needs 2-1-1 connected Pennsylvanians with included electric service payment assistance, VITA programs, rent payment assistance, food pantries, and gas service payment assistance. 2-1-1 also partners with PEMA and has been activated in times of emergencies, such as a substantial snowstorm or other natural disaster, to assist residents in need.

2-1-1 information and referral specialists are trained to listen, assess the situation, ask the appropriate questions, and then refer the caller directly to the human services that will comprehensively address their needs. The 2-1-1 specialist explains how to access those services, availing a translation service for over 170 different languages, if needed.

Your United Way has been providing referral services since Year You Funded or Engaged 2-1-1. They became a part of the national 2-1-1 program, which was launched by United Way in Atlanta over 20 years ago. The user-friendly, three-digit 2-1-1 number now serves more than 283 million Americans—more than 90% of our population—in all 50 states, Washington, DC, and Puerto Rico.

Here are just two examples of lives touched locally by 2-1-1:

* EXAMPLES

OR Here are just two examples of why residents should call 2-1-1 for help:

* EXAMPLES

United Ways have been long-standing supporters and the national leader of the 2-1-1 movement in Partnership with AIRS (Alliance of Information and Referral Services). As the largest private funder of the 2-1-1 network in Pennsylvania, United Ways continue to strengthen and support 2-1-1 as another way to build stronger communities and create opportunities for all.

-------------------------------------------------------------------------------------------------------------------------------------

###