



FOR IMMEDIATE RELEASE

Media Contacts:

Jen Morris
Mile High United Way
303.561.2259 (office)
303.803.0925 (cell)

Jennifer.Morris@unitedwaydenver.org

Travis Herman
Mile High United Way
303.561.2326 (office)
303.916.4588 (cell)

Travis.Herman@unitedwaydenver.org

Colorado United Ways Celebrate 'National 2-1-1 Day' Recognizing the Essential Information and Referral Service Wednesday, February 11, 2015

DENVER, CO – February 6, 2015 – On Wednesday, February 11 (2-11) the Colorado United Way network will be celebrating “National 2-1-1 Day” in recognition of the free, confidential, easy-to-remember phone number that connects Colorado residents to essential, non-emergency community information and services such as healthcare, rent and mortgage assistance, food and shelter, job training, transportation, childcare, senior care, veteran services and much more.

The first 2-1-1 in Colorado launched in 2003, and last year the six 2-1-1 contact centers across the state received 160,000 contacts through phone calls, in-person visits and emails and another 45,000 online database searches. During times of disaster, 2-1-1 also plays a critical role in emergency relief and recovery. In September 2013, Colorado 2-1-1 was activated to help communication efforts for the floods, and received 6,000 calls for information, assistance, and inquiries about how to volunteer or donate.

“Not only is 2-1-1 an essential asset for community members, but it is also our ear on the ground, giving us a pulse on the most urgent needs of our community,” said Stephanie Sanchez, Mile High United Way’s Statewide 2-1-1 Director. “Currently, requests for food and shelter are the most common across the state.”

Mile High United Way 2-1-1 covers the counties of Adams, Arapahoe, Boulder, Broomfield, Clear Creek, Denver, Douglas, Elbert, Gilpin, Jefferson, and Summit and received nearly 100,000 calls in 2014 and over 1.25 million since 2003. Community members seeking assistance can also access information 24/7 through the Colorado2-1-1 app, available for free for Apple and Android devices and through the 211 Colorado online database. And, with the opening of the CenturyLink Mile High United Way 2-1-1 Information and Referral contact center last September, the number of walk-in clients is increasing.

In honor of National 2-1-1 Day, Denver City Councilman Albus Brooks will be stopping by the CenturyLink Mile High United Way 2-1-1 contact center – located in the new Mile High United Way Morgridge Center for Community Change - to hear incoming calls from the community first-hand.

Date: National 2-1-1 Day, Wednesday, February 11, 2015 at Mile High United Way
Time: Mile High United Way 2-1-1 Offices are open 8 a.m. – 5 p.m.,
PHOTO OPPORTUNITY at 2:45 p.m. Denver District 8 City Councilman Albus Brooks will be at Mile High United Way CenturyLink 2-1-1 Information and Referral center listening to calls
Location: Mile High United Way Morgridge Center for Community Change
711 Park Avenue West, Denver, CO 80205

For more information about Colorado 2-1-1 visit <https://211colorado.communityos.org/cms/node/142>

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About Mile High United Way

Mile High United Way advances the common good by creating opportunities for a better life for all in our community. They focus on early childhood development and early literacy, education and youth development and economic stability for individuals and families, the fundamental building blocks for a good quality of life.
<http://www.unitedwaydenver.org>