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Brown County United Way

## Media Alert

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## 2-1-1 service will launch June 6

*Press Conference at 10 a.m. with celebration and 2-1-1 Online presentation to follow.*

**GREEN BAY** – Join legislators, business leaders and service providers at 10 a.m., Wednesday, June 6, at the United Way main conference room, 1825 Riverside Dr. At that time, the United Way will explain the Five W's of *2-1-1 Get Connected, Get Answers*, the new call center that will put area residents in contact with more than 1,600 services in Brown County by dialing the three-digit telephone number: 2-1-1.

Find out how 2-1-1 will change the way Brown County gets connected with services in our area, as well as how it will be used by the public as an alternative to 9-1-1 during times of disaster.

**WHAT:** 2-1-1 is an easy-to-remember, non-emergency telephone number that connects people with community services and volunteer opportunities. Every hour of every day, someone in Brown County is seeking important information – from finding an after-school program to securing adequate care for a child or an aging parent. With 2-1-1, help is just a phone call away.

**WHO:** Speakers will include Brown County United Way President and CEO Gregg Hetue, Aging and Disability Resource Center Access Coordinator Devon Christianson; Brown County Executive Tom Hinz.

**WHEN:** 10 a.m., June 6.

**WHERE:** United Way Conference Room #1 – 1825 Riverside Drive, Bosco Hall.

**MORE:** Also learn about the pilot program 2-1-1 PLUS, the only service of its kind currently offered in the United States. 2-1-1 is also online at [www.get211.org](http://www.get211.org)

(MORE)

### Quick 2-1-1 Facts

- 2-1-1 is free and confidential.
- 2-1-1 will be available and updated 24 x 7, eliminating wrong numbers, red tape and the need for phone books when connecting to any non-emergency service in Brown County.
- 2-1-1 is designed to be a critical information system during and after a community crisis such as an attack, flood, fire and other disasters.
- The 2-1-1 will track needs in Brown County, allowing community planners real-time data to assess how resources should be allocated.
- A national cost/benefits analysis conducted by the University of Texas estimates a net value of a national 2-1-1 system conservatively at \$1.1 billion.

*Founded in 1925, the **Brown County United Way** has grown into the single largest fundraising organization in the county. As a private, nonprofit corporation, the Brown County United Way raises funds through an annual campaign, and also receives support by means of planned gifts, corporate sponsorships, contributions to specific United Way initiatives and grants. With the help of more than 100 community volunteers, the Brown County United Way is dedicated to finding solutions to the community's most pressing issues in human services.*

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