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Nevada and the Sierra**

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## **United Way Celebrates National 2-1-1 Day on Feb. 11 (2/11)**

**Reno, Nev.** - United Way of Northern Nevada and the Sierra (UWNNS) and Nevada 2-1-1 will celebrate National 2-1-1 Day today, Feb. 11 (2/11). The day is designed to recognize 2-1-1 programs across the country. Nevada 2-1-1 is a free, confidential, easy to remember phone number that connects local residents to essential community information and services such as job training, rent and mortgage assistance and healthcare.

Launched in February 2006, Nevada 2-1-1 is a statewide partnership led by the State of Nevada, with operations conducted by UWNNS, Crisis Call Center, Help of Southern Nevada and United Way of Southern Nevada. The goal of Nevada 2-1-1 is to connect any and all Nevadans to the vital health and human resources and to eliminate the confusion and frustration of knowing where to turn in a time of need. Nevadans can also text their information and referral questions to "828211" for assistance, or visit the website at Nevada211.org to receive help. Nevada 2-1-1 has more than 14,000 resources in their database, which covers the entire state.

"2-1-1 keeps many Nevadans from falling into crisis by providing a 'one-stop shop' to help them connect with the services they need," said Cathy Berkley, executive director of Crisis Call Center.

In 2014, Nevada 2-1-1 received 81,837 calls statewide. The most popular reasons people used Nevada 2-1-1 in 2014 was for consumer services, food assistance (including food banks) or food stamps, rental assistance, medical or health care and utility assistance. Since 2006, Nevada 2-1-1 has received 606,421 calls.

Spearheaded nationally by United Way of America and the Alliance of Information and Referral Systems (AIRS), 2-1-1 builds America's capacity to strengthen the way people access help and engage in civic life. In July 2000, the Federal Communications Commission (FCC) established 2-1-1 as the nationwide number for non-emergency information and referrals. Currently, 2-1-1 serves more than 90 percent of the entire population covering all 50 states. Each state is responsible for planning and operating its own 2-1-1 system.

"We have embraced 2-1-1 as a cost-efficient human services delivery system; the vital connection between agencies and volunteer centers with opportunities; and an essential tool during times of disaster," said Karen Barsell, chief executive officer and president of UWNNS.

**About United Way of Northern Nevada and the Sierra**

UWNNS has successfully served northern Nevada for more than 70 years. (UWNNS) has completed an historic direction-setting effort to identify and concentrate on the most important social issues affecting individuals and families in the region. UWNNS has adopted the critical issue of “children reading at grade level” as its focus area moving forward. This adopted issue will allow UWNNS to better prioritize resources to address key issues in order to make the greatest impact and create lasting change. In 2015, UWNNS will reach the goal of \$100 Million raised since we started in 1942. To celebrate this goal, we have established the \$100 Million Club and invite you to join us. For more information, call 775-322-8668 or visit [www.uwnns.org](http://www.uwnns.org).

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