

United Way of Northern Nevada and the Sierra
639 Isbell Rd., Suite 460
Reno, NV 89509
775-322-8668
uwnns.org



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

Media Contact: Scott Walquist, KPS3 Marketing
phone: 775-686-2116
email: scott@kps3.com

FOR IMMEDIATE RELEASE
Feb. 11, 2014

United Way Celebrates National 2-1-1 Day on February 11 (2/11)

Reno, Nev. - United Way of Northern Nevada and the Sierra (UWNNS) and the Nevada 2-1-1 network are celebrating National 2-1-1 Day today, Feb. 11 (2/11), a day designed to recognize 2-1-1 programs across the country. 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. 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.

Launched in Nevada on February 2006, Nevada 2-1-1 is provided by a statewide partnership of the State of Nevada, UWNNS, United Way of Southern Nevada, Crisis Call Center and HELP of Southern Nevada. The goal of this partnership is to connect all Nevadans to vital health and human resources and to eliminate the confusion and frustration of not knowing where to turn in a time of need.

“United Way is pleased to offer support to this critical service in our community,” said Kelsey Piechocki, senior vice president of UWNNS and 211US representative.

In addition to providing critical human services information, Nevada 2-1-1 has provided immediate caller response in local disasters, including the Reno Air Races crash and the Caughlin Ranch Fire in 2012.

About United Way of Northern Nevada and the Sierra

UWNNS has successfully served northern Nevada for more than 70 years. UWNNS has undertaken a direction-setting effort to identify the single most important social issue in our service area. In 2014, 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.

###