



## NEWS RELEASE

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### How finding help in Kingston, Frontenac, Lennox & Addington just got easier 211 launches in KFL&A

**KINGSTON** – Today marks the official launch of 211 in Kingston, Frontenac, Lennox & Addington.

211 is an easy-to-remember, 3-digit toll-free telephone number that connects callers, in the language of their choice, to non-emergency social, health, and government services and programs that serve their community. The free, confidential, anonymous service links callers with highly skilled bilingual information and referral specialists who can provide help in over 170 languages, 7 days per week.

Scheduled to arrive in KFL&A in 2011 or early 2012 as part of a province-wide rollout, the 211 service has come early for the 184,407 residents of KFL&A. Three official 211 launch ceremonies were held throughout the KFL&A region today. Local politicians and community members joined representatives from 211 and United Way serving KFL&A at Memorial Hall, City Hall in Kingston, the County of Frontenac in Battersea, and the Lennox and Addington County Courthouse in Napanee, to mark the occasion.

211 has been available in Canada since June 2002 with the first service being launched in Toronto, Ontario. 211 has expanded across the province and is the first number to call to connect people to the services and help they need, for over a half a million Ontarians every year.

“Our government has committed more than \$13 million over four years toward expanding 211 services province-wide by 2011,” said John Gerretsen, MPP, Kingston and The Islands. “The 211 phone service will quickly become an important hub within our community – connecting residents to a wealth of information and services available throughout the Kingston area.”

“Today’s early launch of 211 in KFL&A is very exciting,” says United Chair, Marina Lee. “We are absolutely thrilled with the benefits it will provide to anyone in our community needing information or help connecting to the right agencies and best resources to meet their needs.”

211 services for the KFL&A area are being administered by 211 Ottawa as part of an Eastern Ontario region that stretches from Trenton to Deep River, and to Hawkesbury and Cornwall.

211 services include the 2-1-1 three-digit phone helpline, and its website, [www.211ontario.ca](http://www.211ontario.ca). Both the phone and website connect people to organizations that can help them with a multitude of challenges. In 2009, 211 responded to 630,887 calls nationwide and 1.4 million people visited the 211 website.

“Whether it’s for access to affordable housing, support for families in crisis, children’s after-school programs, services for seniors, re-training programs, settlement services, or sign language classes, we know that 211 will connect people quickly and easily, and their lives will be changed for the better,” says Marie-Andrée Carrière, Executive Director, Community Information Centre of Ottawa.

211 services are now available to over 10 million people in Canada. Last year, over 94 per cent of callers to 211 were very satisfied with their experience.

Call 2-1-1, or visit [www.211ontario.ca](http://www.211ontario.ca) to find the help you need.

- 30 -

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