

# MEDIA RELEASE

**FOR IMMEDIATE RELEASE – Okanagan Valley**  
**February 7, 2019**

## **BC211 launches new mobile site in time for 211 Day – February 11**

**Kelowna, BC** – February 11 is 211 Day across North America.

In the Okanagan, BC211.ca is made available through a partnership with United Way so that everyone can access it. BC211 is a free, up-to-date, reliable gateway to community, social, non-clinical health and government services. Free, confidential help is available 24/7, 365 days a year. The service was launched across BC in June 2017 and can be accessed locally online at BC211.ca.

*“BC211 helps connect people with the health and social supports they need, right here in the Okanagan - from help with financial worries, domestic violence, or childcare concerns,”* said Jude Brunt, United Way Community Investment Manager. *“We know that many people prefer the anonymity of accessing this information online, so this new mobile service just makes that even easier.”*

BC211 is launching a new mobile site to make it easier and faster for people to find information on their mobile devices. With the new mobile site, users land directly on search topics with drop-down menus to help narrow the search. Currently across the province, Over 35% of users access the site using a mobile device and this is growing as more youth seeking help with social issues.

*“The new mobile site means that people can find what they’re looking for faster – especially for youth who are heavy users of mobile devices,”* said Nathan Wright, Executive Director, bc211. *“There is no need to download an app to access the information. For some people, needing to download an app can be a barrier.”*

Since the online searching was introduced in the Okanagan 18 months ago, more than 5,500 people in our region have been helped by BC211. The top searches continue to be housing and homelessness, mental health, health, income and financial assistance, and substance use.

In the Lower Mainland and Vancouver Island, residents can dial 2-1-1 for non-emergency services helps reduce congestion on 911 dispatch lines. The 211 network now reaches more than 26 million Canadians. 211 operates in partnership with United Way across Canada. Canadians should always call 9-1-1 for emergencies.

BC211.ca is made available in our region through the generosity of local United Way donors. For more information and FAQ, visit: <http://unitedwaycso.com/how-we-help/community/bc211/>



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## About United Way:

For over 65 years, the United Way of the Central and South Okanagan/Similkameen (CSO) has served the region from Lake Country in the North, to Osoyoos and Princeton in the South. Our goal is to create opportunities for a better life for everyone in our communities. We do this by investing time and resources in three focus areas that support all that kids can be, move people from poverty to possibility and support healthy people and strong communities. For more information, visit [unitedwaycso.com](http://unitedwaycso.com) or call 1-855-232-1321; 250-860-2356 in Kelowna/West Kelowna.

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