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**North Simcoe**  
*PRESS RELEASE*

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## **211 Phone Service Expands to North Simcoe County**

Residents in North Simcoe County now have 24/7 access to community, social, health or government services information, thanks to a partnership between Community Link North Simcoe, Community Connection, United Way and the Sponsorship of the Midland Free Press – Osprey Media.

Now, anytime day or night, residents are just a three-digit telephone call away from the information they need. All they have to do is pick up a telephone and dial 211.

Community Connection is one of eight call centres established to deliver 211 services for all of Ontario. The organization, located in Collingwood, will eventually serve the Central East region, a population of approximately 1.3 million people. North Simcoe County is the first area of expansion since the call centre launched its pilot phase in November 2005.

211 Ontario is a multilingual service answered live, by trained information and referral specialists. Corresponding websites offer self-help access to the extensive database maintained by a number of local information and referral service partners across the province, and the information is available at 211Ontario.ca. In Simcoe County, these partners are Community Link North Simcoe, Information Barrie, Information Orillia and South Simcoe Community Information Centre in Alliston.

Other call centres are located in Toronto, St. Catharines, Oakville, Brampton, Windsor, Ottawa, and Thunder Bay. By May of 2008, the eight sites will offer 211 services to 6 million people or 50% of Ontario. The initiative will expand to all of Ontario over the next four years.

“Often the citizens who find themselves facing the greatest challenges have difficulty knowing how to access the help that is provided in their community. 211 is a perfect path to that much-needed help, and United Way of Greater Simcoe County is pleased to support this exciting new initiative,” said Seija Sutari, Executive Director.

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Partners:



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