

MEDIA ADVISORY



United Way of Lake County

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**211 Lake County Celebrates First Five Years of Impact**  
*Lake County's 24/7 Helpline Surpasses 350,000 Connections*



**United Way of Lake County**

**WHO:**

- Kristi Long, President and CEO – United Way of Lake County, Chair 211 Illinois, Member 211 Advisory Council
- Dr. Irene Hrusovsky, Chair 211 Advisory Council, Board Member – United Way of Lake County
- Glenda Abbott, Vice-Chair Board of Directors – United Way of Lake County
- Gale Graves, Vice President Community Impact – United Way of Lake County, Member 211 Advisory Council
- Maria Nava, Manager – 211 Lake County, Member 211 Advisory Council
- Senator Adriane Johnson – Illinois State Senator, 30<sup>th</sup> District
- Sandy Hart, Chair – Lake County Board
- J. Kevin Hunter, Lake County Board, District 5 and Member 211 Advisory Council
- Kelly Brown, Director – Interface Children & Family Services (operates 211 Contact Center) and Member 211 Advisory Council
- Kathleen O'Connor, Supervisor – Libertyville Township and Member 211 Advisory Council

- Jesus Ruiz, Dean – College of Lake County, Lakeshore Campus and Board Member – United Way of Lake County
- Tim Sashko, President – Lake County Board of Health and Member 211 Advisory Council
- Allen Swilley, Executive Director – PADS Lake County and Member 211 Advisory Council

**WHAT:** The 5-year anniversary celebration of 211 Lake County, featuring CBS News Chicago anchor and Emmy-award winning reporter Dana Koslov as emcee and moderating a panel discussion with civic leaders talking in-depth about top community needs and how the service has improved and saved lives. Key representatives with the 211 Advisory Council, 211 Contact Center and United Way of Lake County will present 211's measurable impact and valuable results and share powerful stories of how 211 has made a real difference for community members, employers, agencies and local government. The audience is an estimated 200 community leaders and stakeholders representing government, business and non-profit sectors.

**WHEN:** Thursday, October 24, 2024, 7:30 a.m. – 9:30 a.m.

*Note: Media are invited to cover the entire event. Doors open at 7:00 a.m. The program begins promptly at 8:00 a.m. Panelists and speakers will be available for exclusive interviews from 9:30 a.m. – 10:00 a.m., including Spanish-speaking representatives.*

**WHERE:** Visitors Center, Independence Grove, Lake County Forest Preserve, 16400 Buckley Road, Libertyville, IL.

### **ABOUT 211:**

United Way of Lake County's 211 is a lifeline in times of crisis and every day. 211 offers immediate guidance and support, ensuring community members are never alone in their hour of need. 211 has made finding help easier and transformed the way people in Lake County, Illinois, get connected to essential health and human services. Since its launch on September 24, 2019, 211 has grown to become Lake County's one-stop shop for help and made more than 350,000 connections to critical resources and services.

In partnership with Lake County government and many, many community partners, United Way of Lake County is proud to celebrate the 5-year anniversary of 211 – a free, confidential, 24-hour information and referral helpline. It's designed to reduce time and frustration by acting as a central access point to the health and human services in Lake County. 211 is open to everyone in our community and connects people to a wide range of available resources by phone, text and online, including mental health and healthcare services, addiction support and rehabilitation, crisis counseling, supplemental food programs, housing and shelter, employment and education support, financial assistance, volunteer opportunities, and much more.

Resource navigators at the 211 Contact Center, who are experienced, trained specialists, guide people to the best available resources and support. The comprehensive 211 service is multilingual with English and Spanish-speaking staff and interpreters to more than 150 languages.

211 is available in all 50 states, the District of Columbia and Puerto Rico and is available to 99% of the U.S. population. It is the most comprehensive source of information about local resources in the country. The 211 network in the United States responds to more than 21 million requests for help every year to improve and save lives. United Way of Lake County is proud to deliver a best-in-class, robust 211 solution for everyone in Lake County and serve as a model program.

To learn more about United Way of Lake County's 211, visit [211LakeCounty.org](http://211LakeCounty.org). To access 211, simply dial 2-1-1 or text your ZIP code to 898-211.

If you have questions, please contact Lori Nerheim, Vice President of Marketing and Communications, at [Lori.Nerheim@uwlakeco.org](mailto:Lori.Nerheim@uwlakeco.org) or (847) 775-1038.