

MEDIA ADVISORY

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Official Launch of 211 for Lake County
Largest County in Illinois to Launch 24/7 Helpline for People in Need



Get Connected. Get Help.™

WHO:

- Kristi Long, President and CEO – United Way of Lake County
- Carla Zuniga, Chairman of the Board – United Way of Lake County
- Irene Hrusovsky, Chair 211 Taskforce; Board Member – United Way of Lake County
- Deanna Olmem, Staff Lead 211 Taskforce; Manager, Safe and Stable Families – United Way of Lake County
- Sandy Hart, Chair – Lake County Board
- Michael Nerheim, Lake County State's Attorney; Chair – Lake County Opioid Initiative
- Tim Sashko, President – Lake County Board of Health; Retired Fire Chief; Member – 211 Implementation Taskforce and Chair – 211 Disaster Information workgroup
- Steve Carlson, Member – Lake County Board; Member – 211 Implementation Taskforce

- Pat Davenport, CEO – A Safe Place; Co-Chair – Partnership for a Safer Lake County; Member – 211 Implementation Taskforce and Chair – 211 Community Engagement workgroup
- Polly Eldringhoff, Director – North Shore Gas
- Scott McLellan, Director – Heart of the City; Member – 211 Community Engagement workgroup
- Kelly Brown, Director – Interface Children & Family Services (operates 211 contact center)

WHAT: Official 211 Launch Event for Lake County, Illinois, featuring WGN-TV News anchor Jackie Bange moderating a panel discussion with local government, business and social service leaders about how 211 more efficiently connects people in need to a wide range of available resources to improve and save lives. Key representatives with the 211 taskforce and contact center will highlight 211's measurable impact, available data on community-specific needs, and initial test results. The audience are an estimated 250 individuals and community stakeholders representing government, business and nonprofit sectors.

WHEN: Tuesday, September 24, 2019, 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

211 is transforming the way United Way of Lake County helps thousands of individuals and families connect with essential health and human services.

Following a decades-long vision and multi-year project in partnership with Lake County government and many, many community partners, United Way of Lake County is proud to launch 211 – a free, confidential, 24-hour information and referral helpline to provide a one-stop shop for help. It's designed to reduce time and frustration by acting as a central access point to the health and human services in Lake County, Illinois. 211 is available to everyone in our community and connects people in need to a wide range of available resources by phone, text and online, including mental health



services, addiction support and rehabilitation, crisis counseling, supplemental food programs, shelter and affordable housing options, employment and education support, financial support, disaster information and relief...and more. Resource navigators at our 211 contact center, who are experienced, trained, specialists, guide people to the help they need. The comprehensive 211 service is multi-lingual with English and Spanish speaking staff, and also interprets more than 150 languages.

211 is a vital service and proven solution leveraged by millions of people across North America to improve and save lives. Through 2018, more than 94% of the United States, but less than 30% of Illinois, had access to 211. United Way of Lake County is proud to join in to deliver a best-in-class, robust solution for Lake County—the largest county in Illinois to implement 211.

To learn more about United Way of Lake County's 211, visit 211LakeCounty.org.

If you have any questions, please contact Lori Nerheim, Marketing Director, by [email](#), or call 847-775-1038.