



**FOR IMMEDIATE RELEASE**

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## **Pikes Peak United Way recognizes the Vital Community Hotline on National 211 Day**

**Colorado Springs, Co** – National 211 Day is Tuesday, Feb. 11 (2/11) and is an annual observance celebrating the go-to, 24/7 three-digit (2-1-1) resource that helps millions of people in the U.S. and Canada—including those in Southern Colorado. The three-digit service, which has operated for over 40 years, provides information resources for basic health and human services available in the community.

[Based on the latest 211 Impact Survey Data](#), 211 triaged over 20 million requests. In Pikes Peak United Way's 12county service area, 211 resource navigators responded to 34,000 people in the community in 2024 to provide access to help for immediate or long-term challenges.

211 is a vital resource leveraged by Southern Colorado residents who need assistance with disaster, food, health care, mental health, insurance, stable housing, utility payments, veteran services, childcare and other related needs.

Other key facts about 211:

- Pikes Peak United Way operates 211 from 8 a.m. to 5 p.m. Monday through Friday, but resources are always available on the [211colorado.org](http://211colorado.org) website.
- 211 is offered in over 180 languages.
- 211 specialists offer empathetic, non-judgmental care — and these trained specialists connect individuals and families to a range of available resources to meet their underlying needs, not just the ones that prompted the call, text, or email.

"211 is an unmatched, critical, go-to service that provides connection and support to those who need help for a range of needs," said Cami Bremer, president and CEO of Pikes Peak United Way. "During 211 Day, we want our 211 resource navigators to know we appreciate them and are grateful for their support to help our community members. We are using this day to celebrate this lifeline that is helping thousands here."

Established in 2000 by the Federal Communications Commission as the three-digit number to reach information and referral services for health, human, and social organizations, 211 is now a resource for help and hope in local communities.



While 211 is available every day of the year, it is an especially helpful during times of disaster, such as hurricanes, flooding, and wildfires, by helping to spread accurate and vetted information—while ensuring 911 calls are reserved for physical emergencies.

On 211 Day, Pikes Peak United Way encourages residents to:

- **Call 211** if they or someone they know needs help, or **text 898-211** if that's more convenient.
- **Share 211 widely** with their neighbors, family and friends to connect others to help and supports. - **Advocate to your local policymakers** for the importance of and need to strengthen 211.

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**About Pikes Peak United Way:** The mission of Pikes Peak United Way is to enhance youth success and family stability in the Pikes Peak region by leading and lifting the most vulnerable in our community with mentorship, life resources, and real job opportunities. Our signature programs and partner agencies focus on connecting youth and their families to help at the front end of their life journey to ensure access to fundamental needs of food, shelter, and learning resources. Visit <https://www.ppunitedway.org/> for more information. #LiveUnited

**About 211:** 211 is a 24/7 free, confidential service offered in 180 languages that connects individuals to resources and services in their local communities by phone, text and on the web. Individuals in need or who are looking for information for someone else can call 211 from a cell phone or landline. [United Way](#) supports and provides 211 services in most communities across the U.S. For more information about 211, visit [211.org](https://www.211.org).