

For Immediate Release



New 211 Service Connects Peterborough County & City

*Strengthening Access to Information & Community
Resources*

June 24, 2009

Peterborough – More than 135,000 City and County residents can now dial 2-1-1; a powerful new multi-lingual phone service that offers reliable information and improved access to the vast array of community, social, health and related government services.

211 is a free, confidential public information service, accessible 24 hours a day, 7 days a week and 52 weeks a year via an easy to recall three-digit phone number (2-1-1) or via the internet (www.211Ontario.ca).

By dialling 2-1-1, callers are directly connected to a certified information and referral specialist, trained to assess each caller's needs, provide accurate information, and advise people about the most appropriate service or program available.

"This is a very happy occasion for Ontario 211 and residents of the County & City of Peterborough. Following the introduction of service last month in Northumberland, and the month previous in Bruce county, 211 is well on the way to reaching all Ontarians by 2011" said John Myers, President of the Board of Directors of Ontario 211 Services Corporation (O2SC). "Whether it is access to affordable housing, re-training programs, or support for families in crisis, 211 will connect people to local services quickly and easily. In partnership with the Provincial government, local United Ways and municipalities, Ontario 211 will strengthen the network of 211 call centres to improve access to important services for all Ontarians, no matter where they live."

211 is a product of the collaborative efforts of many community and government partners In Ontario. The Ministry of Community and Social

Services is providing \$13.5 million over four years to expand service capacity.

211 telephone service is currently available to just over half of all Ontario residents, including those residing in Ottawa, Toronto Thunder Bay, Niagara, Halton, Peel and Windsor-Essex. The new Peterborough 211 service is part of the Central East Ontario region and is operated by Community Connection Collingwood.

Ontario 211 acknowledges the support that has been received from both “infoNorthumberland & fourinfo.com” – the current community information website provider and the United Way of Peterborough & District who in partnership with the County & City of Peterborough has been and will continue to provide community information and referral services support for Peterborough 211.

Don Vassiliadis, Chair of the Board of the United Way of Peterborough & District acknowledges the contributions of the many groups that have been involved in bringing 211 to our community. He gives special recognition to the Province of Ontario for their financial support in making this dream become a reality.

Peterborough 211 will be supported by Community Connections in Collingwood who have been selected to be the service provider for 211 services in CE Ontario.

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