



FOR IMMEDIATE RELEASE
Feb. 11, 2009

**First Lady Kim Henry and Mayor Cornett proclaim February 11
HeartLine 2-1-1 Day**

OKLAHOMA CITY – First Lady Kim Henry and Mayor Mick Cornett on Wednesday announced February 11 as HeartLine 2-1-1 Day and read the official State Proclamation at a press conference in the Capitol Blue Room.

HeartLine 2-1-1 is a free, 24-hour phone service that provides Central Oklahomans access to information on any type of health or human services simply by dialing “2-1-1”. Answering more than 100,000 phone calls a year, HeartLine 2-1-1 is open seven days a week, 365 days a year.

At the press conference, the organization encouraged the public to donate \$2.11 on Feb. 11.

“Organizations like HeartLine 2-1-1 often go unrecognized but offer a great service to this city,” said Mayor Cornett.

Studies show on average, people make seven to eight calls before reaching the service organization they need. HeartLine’s referral process utilizes a comprehensive computerized database of more than 3,000 public and non-profit health and human service programs.

Just as 9-1-1 has become an essential part of fire, police and medical response, 2-1-1 helps meet the non-emergency health and human service needs. In times of disaster, 2-1-1 plays a vital role in protecting the community’s health and safety.

“Nearly one out of every six people in Central Oklahoma need HeartLine 2-1-1’s help each year,” said Janet Riggan, executive director of HeartLine 2-1-1. “We exist to help our callers find the help they need in a quick and efficient manner.”

In addition to the calls received on a daily basis, HeartLine 2-1-1 played a critical role in the recent “Crystal Darkness” campaign, the January ice storm as well as Hurricane Gustav evacuees searching for help.

HeartLine is a 501(c)(3) non-profit organization that is funded partially through the United Way as a partner agency. HeartLine receives no federal funding and is asking the community to help by donating \$2.11 on 2-11 at www.heartlineoklahoma.org.

About HeartLine 2-1-1: Since 1971, HeartLine has provided Central Oklahomans access to compassionate listening, information and referral and suicide prevention 24 hours a day. Starting in 2005, HeartLine's 2-1-1 program gives 24/7 information on any type of health or human service. A United Way Partner Agency, HeartLine has helped meet a wide-variety of needs of all ages through more than 100 HeartLine dedicated volunteers who provide one-of-a-kind services that are free and confidential. For more information, visit www.heartlineoklahoma.org.

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