



FOR IMMEDIATE RELEASE
Jan. 27, 2010

Contact: Emily Newlin
Fund Development Coord.
405.840.9396 ext. 107
enewlin@heartlineoklahoma.org

Central Oklahoma Celebrates 211 Day with HeartLine, the Oklahoma 211 Collaborative, WWLS The SportsAnimal, Johnnie's Charcoal Broiler and US Fleet Tracking

OKLAHOMA CITY – Thursday, February 11, 2010 is national 211 Day. 2-1-1 is an easy to remember telephone number that connects callers to information about critical community-based services for their everyday needs and in times of disaster. Oklahoma is currently divided into five 211 Regions and provides 211 services of to every Oklahoman 24/7. 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.

Oklahomans will be celebrating 211 Day in various ways, including at the Capitol with a legislative breakfast sponsored by the Oklahoma 211 Collaborative and a state proclamation recognizing February 11, 2010 as Oklahoma 211 Day. Also, Oklahomans can celebrate 211 Day by making a donation of \$2.11 to their local 211 at www.heartlineoklahoma.org. In addition to these celebrations, HeartLine 211 will be hosting several community events.

HeartLine 211 serves the central nine counties of Oklahoma, Cleveland, Logan, Canadian, Pottawatomie, Kingfisher, Grady, McClain and Lincoln. In 2009, HeartLine answered over 120,000 calls from Central Oklahomans needing help. In March, HeartLine will also be taking 211 calls from Garfield, Grant, Kay, Noble, Pawnee and Payne counties additionally. HeartLine 211 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 120,000 phone calls a year, HeartLine 211 is open seven days a week, 365 days a year.

On 211 Day, HeartLine 211 is partnering with all Johnnie's Charcoal Broilers in Oklahoma City, Norman and Edmond to sell regular burgers for \$2.11 to anyone visiting Johnnie's from open until 2:11pm. WWLS The SportsAnimal will be at Johnnie's Britton store taking donations for HeartLine 211 in support of their services. HeartLine information tables will be at all other Johnnie's locations, along with donation receptacles so Oklahomans can learn more about 211 and donate in celebration of 211 Day. To find the Johnnie's location nearest to you, please visit www.johnniesok.com

US Fleet Tracking is also challenging the community by matching funds raised for HeartLine on 211 Day. As a corporate sponsor, the company will match contributions dollar for dollar received up to \$10,000. Founded, owned and operated in Oklahoma by Jerry and Cindy Hunter, US Fleet Tracking is the industry leader providing real-time GPS tracking for vehicles worldwide. On 211 Day, your \$2.11 donation will be worth twice as much!

Studies show that without the assistance of 211, people make seven to eight calls, on average, before reaching the service organization they need. 211 is the best call anyone can make in a time of need.

“Nearly one out of every six people in Central Oklahoma need HeartLine’s help each year,” said Tom Taylor, executive director of HeartLine 211. “We exist to help our callers find the help they need in a quick and efficient manner.”

HeartLine is a 501(c)(3) non-profit organization that is funded partially through the United Way as a partner agency. HeartLine and the Oklahoma 211 Collaborative are asking the community to help by donating \$2.11 on 2/11/2010 at www.heartlineoklahoma.org. For more information about HeartLine or volunteering with HeartLine, please visit our website or call the HeartLine office at 405-840-9396.

###