



**For Release August 1, 2017**

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### **Central Michigan 2-1-1 Available via Text**

Central Michigan 2-1-1 connects people in need to resources in the community. For the last 12 years, people have *called* 2-1-1, or more recently have searched for information online, or virtually chatted with an Information and Referral (I&R) Specialist. Through a partnership with Michigan 2-1-1, residents in Clinton, Eaton, Genesee, Hillsdale, Ingham, Jackson, Lenawee, Livingston and Shiawassee Counties will now be able to *text* with an I&R Specialist.

“We’re excited to connect with people in a different way,” says Jennie Pollak 2-1-1 Manager. “Technology and the way we communicate is changing and we’re glad to provide information and resources through another channel!”

To reach 2-1-1, text your zip code to 898211 (TXT211) Monday-Friday 8am-8pm. TXT211 has complete coverage across all mobile carriers in the US and follows all CTIA and FCC guidelines. End user privacy is protected with automated opt in/opt out protocols. 2-1-1 is available 24/7, 365 days a year by phone with plans to expand texting hours to 24/7 by October 31. To find resources for yourself or someone you care about contact 2-1-1 by visiting our website [www.centralmichigan211.org](http://www.centralmichigan211.org) to search the database or chat, dialing 2-1-1 or toll-free 866-561-2500.

### **About Central Michigan 2-1-1**

Central Michigan 2-1-1 is an easy to remember service available 24/7, 365 days connecting people to resources within the health and human service field serving 9 counties in Central Michigan; Clinton, Eaton, Genesee, Hillsdale, Jackson, Lenawee, Livingston and Shiawassee Counties. Specialists provide information, referrals, navigation and advocacy when people are looking for help or to give help in the community. 2-1-1 maintains an up-to-date, comprehensive database of resources and programs available and reports trending needs and gaps identified in our community.

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A partnership of Capital Area United Way, LifeWays, Livingston County United Way, Shiawassee United Way, United Way of Genesee County, United Way of Jackson County and United Way of Monroe/Lenawee Counties