

FOR IMMEDIATE RELEASE

February 13th, 2017

Nova Scotia's 211 Phone Service Expands to Target Millennials

211– the not-for-profit phone and web-based service that helps thousands of people every year find programs and services in their community – just got better. Beginning February 13, Nova Scotians will be able to text or chat online to get important information on programs and services offered by community groups, non-profits and government departments.

The number to text, from any mobile device will be 21167 (the number “67” corresponds to “NS” on a phone pad) and chat will be available on the 211NS website – www.ns.211.ca.

Nova Scotia's 211 service launched in 2013, and since that time, over 100,000 phone calls have been answered and almost 300,000 people have found information through the organization's website.

“As soon as we recognized that millennials were under represented in the population 211 serves, we knew it was time to re-think our communications strategy,” said 211 Executive Director Mike Myette. “This move was critical to ensuring everyone is able to find the help they need when they need it.”

211 Nova Scotia has partnered with StudentsNS on a plan to spread awareness to university students across the Province. Sophie Helpard, Executive Director of StudentsNS, said, “Students, especially those from other provinces or countries, can definitely benefit from having information about community services, and we hope adding 211 text and chat will make these services even more accessible.”

These improvements in 211 service were made possible in part, through financial support from the Canadian Wireless Telecommunications Association (CWTA), and Bell Mobility.

Robert Ghiz, President and CEO of the CWTA, said, “For many Canadians, wireless communications are more than just a preferred method of communication—they are a lifeline. By offering citizens greater choice through text messaging, 211 NS is empowering Nova Scotians to access to the services they need. We commend 211 NS for their important work, and wish them continued success.”

Frank O'Sullivan, Executive Director of the Society of Deaf and Hard of Hearing Nova Scotians said that “the availability of chat and the ability to contact 211 NS via text will go a long way towards enhancing access to the 211 service for Deaf and hard of hearing Nova Scotians.”



About 211 Nova Scotia

211 Nova Scotia is a not-for-profit association providing a single access point to a community's full range of programs and services offered by nonprofits, community groups and government. The service is available by phone 24/7 or online at www.ns.211.ca. Interpretation services are also available in over 140 languages. The 211 service is funded by the Province of Nova Scotia and United Way organizations in Cape Breton, Pictou, Colchester, Cumberland, Halifax and Lunenburg.

For more information visit ns.211.ca or dial 211.

About StudentsNS

StudentsNS is an alliance of Nova Scotia post-secondary student associations working to give students a united voice in Nova Scotia. The alliances helps set the direction of post-secondary education by researching challenges, identifying solutions, and creating the political space needed for these solutions to happen.

For more information visit studentsns.ca.

About the Canadian Wireless Telecommunications Association

The Canadian Wireless Telecommunications Association (CWTA), the authority on wireless issues, developments and trends in Canada.

For more information visit <https://www.cwta.ca/>

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