



**MEDIA ADVISORY**  
**FOR IMMEDIATE RELEASE**  
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**UNITED WAY WOMEN LEADERS HEADING FOR CAPITOL HILL**

**– Over 100 Women to Advocate for 2-1-1 –**

**WHO:** Members of United Way Women's Leadership Councils from across the nation are joining together to improve lives by influencing national policy. Many of the event's leaders are professionals with United Way National Corporate Leaders, including Deloitte, IBM, Wachovia and U.S. Bank. Women's Leadership Councils across the country have banded together to advance the common good by committing to raise 100 million dollars in 2008 and to advocate for key issues like 2-1-1.

**WHAT:** Women volunteers from across the country will meet with their Congress members to discuss the need for Federal support of 2-1-1.

**WHEN:** Thursday, February 28, 2008

**WHY:** 2-1-1 is an easy-to-remember three-digit number (similar to 9-1-1 and 4-1-1) that makes a simple but critical connection between individuals and families seeking services or volunteer opportunities and the appropriate community-based organizations and government agencies. It is a cost-effective answer to help those in need navigate the complex and ever-growing maze of human service agencies and programs. Since the FCC designation in 2000, 2-1-1 has grown to serve over 222 million Americans (over 74 percent of the U.S. population), with 240 active 2-1-1 systems in 45 states and Puerto Rico. 26 states have coverage of greater than 90 percent. However, Federal support is needed in order to reach complete access and to ensure ongoing system improvements and upkeep.

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**About United Way**

*United Way is a national network of nearly 1,300 local organizations that advance the common good, creating opportunities for a better life for all by focusing on the three key building blocks of education, income and health. United Way of America is the national organization dedicated to leading the United Way movement to create long lasting community change by addressing the underlying causes of the most significant issues. Living united means being a part of the change. Give. Advocate. Volunteer. For more information about United Way, please visit: [www.unitedway.org](http://www.unitedway.org).*