



**United Way**  
British Columbia

Working with communities in  
BC's North, Interior, Lower Mainland,  
Central & Northern Vancouver Island

NEWS RELEASE

Feb 6, 2024 Updated Feb 9

## Landmarks Across British Columbia to Illuminate in Red on February 11 for National 211 Day



*[Photos from 211 Day 2023: Vancouver City Hall, Canada Place, The Bastion, Lafarge Lake Fountain, Burnaby City Hall]*



**Central Office, Burnaby, B.C.** – In a display of unity, over 50 landmarks nationwide, with 17 proudly located in British Columbia, will cast a vibrant red glow on 211 Day, Sunday, February 11, 2024. This collective illumination, named the "United Glow," emphasizes that even in the face of adversity, 211 stands ready to help.

"211 has been my go-to for the past 6 months. You have saved my life! You've helped me get information on transition houses and other information that has been so helpful," expressed a grateful caller.

Marked annually across North America, 211 Day (2/11) aims to raise awareness and underscores the vital role of the 211 service in communities.

Serving as Canada's primary source of information for government and community-based non-clinical health and social services, 211 connects British Columbians with the right information and support before crises emerge, guiding them along a trustworthy path to care and resources.

Julia Wu, Operations Manager, Helpline Services, emphasizes the significance of 211, stating, "Asking for help can be difficult, even more so when you're not sure what's needed or where to start. That's why 211 is such a valuable resource, as our navigators can listen to people's stories, ask questions to understand

the situation, and provide information on available options. It's about wayfinding and we want to help light the path."

To connect with a trained Resource Navigator, people simply dial or text 2-1-1. The positive impact is evident, as expressed by an anonymous caller, "Thank you for being someone I could talk to. I'll be looking at all this info and will decide from there what my next steps will be."

Since April 2023, 211 British Columbia has experienced a 19% uptick in calls over the previous year, coupled with a 30% rise in referrals to other agencies. This spike highlights the growing complexity in questions and situations people seek assistance for.

While financial assistance, housing, and health remain prevalent reasons for calls, Resource Navigators are witnessing a significant surge in questions related to citizenship and immigration (123% increase), human rights (66% increase), and employment (40% increase).

On 211 Day, British Columbians are encouraged to show support by sharing photos of illuminated landmarks using the hashtags **#211DayCanada** and **#HelpStartsHere** and by spreading the word about the vital 211 service to friends and family.

We thank the Province of BC for supporting 211 British Columbia and making it possible to connect people to the help they need.

A list of BC landmarks to illuminate in Red include:

<b>City/Town</b>	<b>Landmark</b>
Burnaby	City Hall and BC Parkway
Coquitlam	Lafarge Lake Fountain
Nanaimo	Bastion
New Westminster	City Hall
Port Coquitlam	City Hall
Port Moody	City Hall
Vancouver	City Hall
Vancouver	Burrard Street Bridge
Vancouver	BC Place - The Northern Lights Display
Vancouver	Canada Place, Sails of Light
Vancouver	Bloedel Conservatory
Vancouver	Vancouver Convention Centre (district markers) & Olympic Cauldron (arms)
Vancouver	Pacific Coliseum, PNE
Vancouver	Science World (illuminating on Feb 10)
Victoria	BC Parliament, Ceremonial Entrance and Fountains
Victoria	Confederation Garden Park Fountain and Waterfall
Whistler	Fitzsimmons Creek Bridge

**LOCATIONS (CANADA-WIDE):** <https://www.unitedway.ca/blog/211-day-united-glow-locations-3/>

**VIDEO:** National 211 Help Starts Here Video: [211 Help Starts Here \(youtube.com\)](https://www.youtube.com/watch?v=211HelpStartsHere)



**PHOTOS:** Landmarks illuminated in 2023 in honour of National 211 Day:

<https://UWBC.canto.com/b/KBO87>

**LEARN MORE:** Additional information about 211 British Columbia can be found at: <https://bc.211.ca/>

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### **About 211 British Columbia**

211 British Columbia is a free and confidential service that refers people to resources for help. Dial or text 2-1-1, or visit [bc.211.ca](https://bc.211.ca), 24/7, 365 days a year, to be connected with a Resource Navigator who will help you find the right support in your community for your situation, whether it's food, financial aid, counselling, or more. Interpretation is available in 240+ languages. 211 British Columbia is operated by United Way British Columbia; supported by the Province of British Columbia; accredited by Inform USA; and is part of a network of 211 services across North America.

### **About United Way British Columbia**

About United Way British Columbia – working with communities in BC's North, Interior, Lower Mainland, and Central & Northern Vancouver Island. United Way supports healthy, caring and inclusive communities by strengthening vital connections that support people in need. Representing the five regions of Central and Northern Vancouver Island, Lower Mainland, Southern Interior, Thompson Nicola Cariboo, and Northern BC, our organization serves a population of more than 4 million people, with a focus on urgent response, kids and youth, seniors, poverty, mental health and food security. [www.uwbc.ca](https://www.uwbc.ca)

Interviews are available with Julia Wu, Operations Manager, Helpline Services.

**Media contact:**

Shelby Alexander

Communications Specialist, Marketing & Communications

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[ShelbyA@uwbc.ca](mailto:ShelbyA@uwbc.ca)