



United Way
British Columbia



NEWS RELEASE
February 5, 2025

United Glow: 19 BC Landmarks Illuminate Red for 211 Day *Call data highlights growing demand for mental health resources*



Central Office, Burnaby, B.C. - Iconic landmarks across Canada will light up in red on February 11 for 211 Day, highlighting the critical role of 211 as Canada's primary source of information for government and community supports.

211 British Columbia is a free, confidential service connecting individuals to essential resources like food banks, mental health support, financial assistance, and legal resources.

"211 is a lifeline for people facing challenges in their lives," said Madeline Eagleton, Contact Centre Manager, United Way BC. "We provide personalized support, helping individuals navigate available services before their situations reach a crisis point. By listening, asking the right questions, and guiding people to the best resources, we're able to offer critical help when it's needed most."

In British Columbia, dialing or texting 2-1-1 or visiting bc.211.ca connects individuals to a trained Resource Navigator, available 24/7, 365 days a year. 211 offers help in over 240 languages.

Top Needs in British Columbia

Housing and mental health services are the most common needs reported through 211 in BC. Housing and homelessness remain the top reasons for contact, while mental health-related calls have risen significantly, from fourth to second place, highlighting the growing demand for mental health resources in BC.

211 data provides valuable insights that can help inform program and policy decisions, ensuring that social support resources are directed where they're needed most.

United Glow

Join the 211 Day celebration by sharing photos of illuminated landmarks in your community using the hashtags #211DayCanada, #UnitedGlow, and #HelpStartsHere.

- **Burnaby:** BC Parkway, City Hall
- **Kelowna:** Visitor Centre
- **Ladysmith:** City Hall
- **Parksville:** Civic and Technology Centre
- **Port Coquitlam:** City Hall
- **Port Moody:** City Hall
- **Quesnel:** Fraser River Footbridge
- **Trail:** Victoria Street Bridge
- **Vancouver:** BC Place (Northern Lights Display), Burrard Street Bridge, Canada Place (Sails of Light), City Hall, Pacific Coliseum (PNE), Science World
- **Victoria:** BC Parliament Buildings (Ceremonial Entrance & Fountains), Confederation Garden Park Fountain & Waterfall, Royal BC Museum
- **White Rock:** White Rock Pier

View the national list of locations here: www.unitedway.ca/february-11-is-211-day/

To learn more about 211 British Columbia, visit: bc.211.ca.

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About 211 British Columbia

211 British Columbia is funded by United Way BC and the Ministry of Health, operated by United Way BC and is part of a network of 211 services across North America.

bc.211.ca

About United Way British Columbia

United Way BC helps build healthy, caring, and inclusive communities across our province. We strengthen vital connections that support people in need with a focus on emergency response, kids and youth, seniors, mental health, and food security.

uwbc.ca

Interviews are available with Madeline Eagleton, Manager, Contact Centre.

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for people in need