

Building 2-1-1 Day awareness on the radio & TV

Click here to listen to latest radio advertising

February 11, 2010, marks National 2-1-1 Day, and volunteers and staff members of United Way of Rhode Island (UWRI) and United Way 2-1-1 in Rhode Island will be at high-traffic locations, barnstorming the state to inform Rhode Islanders about the free, confidential and around-the-clock service, 2-1-1.

United Way of Rhode Island is putting in place a multi-media campaign to build awareness for 2-1-1. The outreach effort will include radio advertising. Click here and hear the latest 30-second spot. These ads -- give more visibility to United Way 2-1-1 in Rhode Island, the state's 24/7/365 health and human services helpline. (You can hear the spots on LITEROCK 105, HOT106 and 92PRO-FM between Jan. 21 and Feb. 11.)

Please be a part of the conversation about 2-1-1 especially on 2/11. Just dial 2-1-1 24/7/365 and get help with what worries you most in life.

Mark your calendar: Also on Feb. 11, tune in Channel 10-WJAR between 5 p.m. and 6:30 p.m. when 2-1-1 Information Referral Specialists will be taking calls live during the news