

Good morning,

I am reaching out to submit an illumination request on February 11th, 2022, as part of a United Way Centraide Canada and 211 initiatives. Last year, Fitzsimmons Creek Bridge participated in the celebration of 211 Day, and we are looking forward to your involvement once again.

Each year on February 11, the United Way Centraide Network and its community stakeholders celebrate 211 Day. 211 Day is a public awareness initiative for the award-winning 211 service that helps guide people through the complex network of human services by phone, online, and in some areas by text. The 211 Network has provided crucial information and referral services for people impacted by the COVID-19 pandemic. As of October 15, 2020, the 211 Network now spans various provinces across the country providing anyone who dials 2-1-1 with free, confidential, and immediate access to information about the community, social, non-clinical health, and related government services in their area.

On 211 Day 2022, to celebrate the status of the 211 Network, we're making illumination requests for all major Canadian landmarks, including Fitzsimmons Creek Bridge. Our goal on 211 Day is to raise awareness for the free, confidential, 211 services. We hope to accomplish this in 2022 by leveraging the illumination of landmarks through media outreach, social media promotion, and public service announcements. The symbolism of illuminating landmarks across the country in celebration of this service will provide a unique storytelling opportunity and a reminder that 211 service is available to all Canadians for free if they ever need help dealing with life's challenges.

Should you have any questions or concerns please do not hesitate to let me know. We look forward to hearing from you.

Warm Regards,

Cassandra Estrade

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