



United Way
British Columbia

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



January 18, 2024

To Mayor and Council,

Thank you for considering our illumination request for Sunday, February 11th, 2024.

Illumination Request

Event: 211 Day

Date: Sunday, February 11th, 2024

Colour: Red

Name of organization: United Way British Columbia

Purpose: Increase awareness of the 211 helpline throughout B.C.

Each year on Feb. 11, United Ways across Canada and their community partners celebrate 211 Day.

211 Day is a public awareness initiative for the 211 service - a free and confidential helpline that connects people to social, government and community services and supports. 211 Resource Navigators provide information and referral for a broad range of community resources, including:

- basic needs like food and shelter
- mental health and addictions support
- legal and financial assistance
- support for seniors, newcomers and much more.

Help is available to people anywhere in British Columbia by calling or texting 2-1-1. It's free, confidential and available in 240+ languages, 24/7, 365 days a year. For webchat or to search the online directory of resources, visit bc.211.ca.

For 211 Day 2024, we are aiming to build awareness of the 211 service by illuminating landmarks throughout Canada in red. There will be an accompanying B.C. wide media release and social media posts that mention all participating landmarks.

We hope that you will join us this 211 Day and bring awareness to this vital resource.

Sincerely,

Genny Krikorian

United Way British Columbia

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Social Media Channels

211 British Columbia

Facebook: [@211BritishColumbia](#) / 211 British Columbia

Twitter: [@bc211Help](#)

LinkedIn: [@211britishcolumbia](#) / 211 British Columbia

United Way BC

Facebook: [@unitedwaybritishcolumbia](#) / United Way British Columbia

Instagram: [@unitedway_bc](#)

Twitter: [@unitedway_bc](#)

LinkedIn: [@unitedwaybritishcolumbia](#) / United Way British Columbia

211 Day Hashtags

#HelpStartsHere

#211BritishColumbia

#211DayCanada



Landmark Lighting Request Form

Please complete the form and scan/email to corporate@whistler.ca along with your cover letter addressed "To Mayor and Council" with information regarding your campaign or cause.

We will contact you to confirm the status of your request.

Contact Name	
Organization	
Business Address	
City/Province/Postal Code	
Business Phone Number	
Business Email	
Website Address	
Brief description of the event associated with your request - 75 words or less <i>(Information here will be used for communications and the sign on the bridge. RMOW will edit copy if necessary.)</i>	
Optional: Social Media Campaign Title (include hashtags)	
Landmark Choice	<input type="checkbox"/> Fitzsimmons Covered Bridge
Date of Event	
Colour Request	

Signature: 

Date: _____

This application does not guarantee that your event lighting request will be approved or your date is available.