

Local buildings light up red in support of 211 Day and 211 Nova Scotia

For immediate release, February 11, 2022 – On 211 Day, local buildings in Nova Scotia, such as Halifax City Hall and Province House, are lighting up red in support of 211 Nova Scotia.



Halifax City Hall will be lit up red for 211 Day on the evening of February 11, 2022.

Every year on February 11th, Canadians from coast to coast celebrate 211 Day, a day recognizing the impacts that 211 has on local communities in need of support.

This year, on the evening of 211 Day, there will be buildings and landmarks across the nation lit up in red in support of 211 Day, such as Calgary Tower in Alberta, and Niagara Falls in Ontario. In Nova Scotia, Halifax City Hall and the Province House in Halifax will be lit up red to support 211 Day, as well as highlight the need of the 211 service in Nova Scotia.

“211 Nova Scotia is needed more than ever before,” says Executive Director Jeff Fraser. “Our world is changing in front of us, and people need information and assistance to help them navigate the complex situations they are facing—especially with the ongoing pandemic.”

Since 2013, 211 Nova Scotia has been the trusted service that Nova Scotians turn to when they’re in need of support. This has not changed nearly a decade later. “It’s important for people in Nova Scotia to know that there is a dedicated team at 211 willing to offer a listening ear, and to help them when they need it,” says Fraser. “It’s important to know that they have options out there—and we can help connect them.”

During the last two years of the pandemic, 211 Nova Scotia has seen double the number of calls to 211, and an increase in calls for COVID-19 information, calls seeking food support and an increase in calls from seniors feeling isolated due to ongoing restrictions.

211 Nova Scotia is seen as the front-door to community and social support, helping individuals and families across the province get the help they need for their unique situation. This 211 Day, 211 Nova Scotia hopes to reach more communities and underserved populations so that everyone who needs it can get the help they need.

About 211

211 Nova Scotia is your 24/7 connection to the programs and services in your community that matter most to you. From local community groups and non-profits to government departments across Nova Scotia, help starts here with 211. Dial 2-1-1 for support, email help@ns.211.ca, or explore the programs and services on our website at ns.211.ca.