



FOR IMMEDIATE RELEASE

November 17, 2021

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211 San Diego Launches Senior Connect Phone Line in Partnership with City of Chula Vista

San Diego – Today, [211 San Diego](https://www.211sandiego.org) and the City of Chula Vista announced the launch of a new phone service for seniors and caregivers to receive weekly information about events and resources in Chula Vista. CV Senior Connect allows Chula Vista residents to subscribe to automated messages that relay information about local events, programs, and community resources for seniors. Seniors can also use CV Senior Connect to connect with community providers, such as Project CARE, 211 San Diego, and essential resources like food distributions and current information on COVID-19.

“COVID-19 highlighted the digital divide faced by older adults and CV Senior Connect is an innovative approach local cities and governments can take to break down barriers to technology,” said **William York, President & CEO of 211 San Diego**. “We believe this partnership will become a successful model for other cities to connect more individuals and families to services and resources in our region.”

“CV Senior Connect serves as a one-stop shop for our senior community to memorize one number in order to access an abundance of services and participate in our community,” said **Chula Vista Mayor Mary Casillas Salas**. “The City and our partners are excited about the opportunity to serve and engage an even larger number of seniors in the community through this informational phone line.”

If you are a City of Chula Vista senior interested in this service, just dial (619) 409-1932 and press 2 to subscribe to receive weekly phone calls about local events and resources. 211 San Diego is proud to support this partnership by leveraging its existing telephony system to help the City of Chula Vista keep its seniors connected, safe, and engaged.

211 San Diego is a trusted provider of regional telecommunication services and a hub for connections to community, health, social, and disaster resources. Using the power of technology and innovation, 211 San Diego can support community partners looking to share information and resources with a large number of people through timely and cost-effective methods. The partnership between 211 San Diego and the City of Chula Vista also addresses issues exacerbated by COVID-19 including social isolation and access to essential services.

CV Senior Connect is possible through funding from the San Diego Foundation’s [Age Friendly Communities Program](https://www.sandiego.org/agefriendly). The City of Chula Vista entered the AARP Age-Friendly Communities network in 2016 and adopted an Action Plan in 2018.

For more information about the program, visit www.chulavistaca.gov/agefriendly.

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About 211 San Diego:

211 San Diego serves as a lifeline connecting San Diegans to more than 6,000 community, health, and disaster support services, 24-hours a day in more than 200 languages, through a simple three-digit number, searchable online database, and online chat. 211’s Community Information Exchange (CIE) technology improves the lives and health outcomes of San Diegans through improved care coordination that unites information across our community providers, making access to services seamless. For more information about 211 San Diego, visit www.211sandiego.org or follow us on Facebook by searching 211 San Diego or on Twitter @211SD.