



February 2, 2015

MEDIA RELEASE

bc211 launches mobile text messaging service

Vancouver, B.C. – Starting February 2, 2015, residents of the Lower Mainland will be able to access bc211 services simply by texting 211 from their mobile device. This means accessing free information and referral regarding community, government and social services in B.C. no longer requires a phone call.

bc211 connects people of all ages with community resources, providing immediate help with issues such as housing and shelter, substance use, health care and financial assistance. bc211 operates 24 hours a day, 365 days a year and is multilingual. All inquiries are answered by Certified Information & Referral Specialists with extensive training and social services experience. 211 services are completely confidential and available in Metro Vancouver, Squamish-Lillooet, Sunshine Coast and Fraser Valley Regional Districts.

“Through our partnership with TELUS and the TELUS Vancouver Community Board, we are thrilled to be the first region in Canada to offer 211 services via text messaging,” said Bob Prenovost, Executive Director of bc211. “The increase in the use of mobile devices and the use of text messaging as a primary mode of communication particularly among youth are key reasons for introducing this new service.”

“TELUS and our Vancouver Community Board are committed to helping improve lives through the power of technology,” said Jill Schnarr, Vice-President, Community Affairs at TELUS. “This new text messaging service will give youth access to much-needed information and resources using their smartphones – ensuring brighter, healthier futures for our youth and our communities.”

About bc211

bc211 is a non-profit information and referral organization. With funding from **United Way of the Lower Mainland & Fraser Valley**, bc211 operates 211 services in Metro Vancouver, Squamish-Lillooet, Sunshine Coast and Fraser Valley Regional Districts. bc211 also operates province wide help lines including the Problem Gambling Help Line, VictimLink BC, Alcohol & Drug Information & Referral Service, and the Youth Against Violence Line. bc211 answers over 80,000 calls for assistance from British Columbians each year.

Looking for more information? Simply dial or text 2-1-1 or visit bc211.ca

About TELUS

TELUS (TSX: T, NYSE: TU) is Canada's fastest-growing national telecommunications company, with \$11.8 billion of annual revenue and 13.5 million customer connections, including 8.0 million wireless subscribers, 3.2 million wireline network access lines, 1.45 million Internet subscribers and 888,000 TELUS TV customers. TELUS provides a wide range of communications products and services, including wireless, data, Internet protocol (IP), voice, television, entertainment and video, and is Canada's largest healthcare IT provider.

In support of our philosophy to give where we live, TELUS, our team members and retirees have contributed more than \$350 million to charitable and not-for-profit organizations and volunteered 5.4 million hours of service to local communities since 2000. Created in 2005 by Executive Chairman Darren Entwistle, TELUS' 11 community boards across Canada have led the company's support of grassroots charities and will have contributed \$47 million in support of 3,700 local charities organizations by the end of 2014, enriching the lives of more than two million Canadian children and youth. TELUS was honoured to be named the most outstanding philanthropic corporation globally for 2010 by the Association of Fundraising Professionals, becoming the first Canadian company to receive this prestigious international recognition.

For more information about TELUS, please visit telus.com.

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