



PRESS RELEASE - FOR IMMEDIATE RELEASE

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Aloha United Way Increases Accessibility to Enter #HIGotVaccinated Giveaways

Eligible Hawai'i Residents Can Call to Enter, Access Services in More than 240 Languages

HONOLULU - Aloha United Way (AUW) is joining the #HIGotVaccinated campaign to ensure that technology and language are not barriers to any Hawai'i resident who wants to access rewards for being vaccinated.

Anyone in the state can now call 2-1-1, Aloha United Way's free and confidential helpline, for assistance entering #HIGotVaccinated over the phone. Helpline specialists are also equipped to assist callers in more than 240 languages through translation services.

The #HIGotVaccinated campaign enables Hawai'i residents 18 and older, vaccinated on or before June 30, to enter to win prizes donated by the local business community. Since the launch of the campaign, more than 200,000 entries have been received.

"AUW's 2-1-1 helpline has supported a 400% increase in call volume throughout the pandemic, including providing information about how to get tested and how to access the COVID-19 vaccine," said Lisa Kimura, Vice President of Community Impact at Aloha United Way. "Now that vaccines are readily available, and the #HIGotVaccinated giveaway effort is underway, we are thrilled to play a role in incentivizing and rewarding residents for doing their part and getting vaccinated."

The #HIGotVaccinated Campaign was launched in the beginning of June as a partnership between government, healthcare, business, and community partners. Through this effort, local businesses are offering discounts and prize giveaways during the month of June. A list of discounts, entry instructions and terms and conditions can be found at HIGotVaccinated.com.

The Chamber of Commerce Hawaii also supports this campaign along with Hawaii Restaurant Association, Retail Merchants of Hawaii, Hawaii Island Chamber of Commerce, Hawai'i Lodging and Tourism Association, Kona-Kohala Chamber of Commerce, Kaua'i Chamber of Commerce, and the Maui Chamber of Commerce. Promotional support is provided by Hawaii News Now, iHeart Media, KHON, KITV, Oahu Publications, and Spectrum.

This service builds on 2-1-1's COVID-19 response, which includes expanded hours and days of operation, linkage to vaccines, and transportation to vaccine appointments for kupuna. In 2020, 2-1-1 responded to 173,832 requests, providing information about vaccines, food, housing and utility assistance, childcare, legal help, and

more. 2-1-1 is a free helpline that AUW provides to residents across the state, and 2-1-1 specialists follow the Alliance of Information and Referral Systems standards.

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About Aloha United Way

Founded in 1919, Aloha United Way brings resources, organizations and businesses together to advance the health, education and financial stability of every person in our community. A member of United Way Worldwide, AUW supports nonprofits and communities on Oahu. For more information, visit AUW.org.

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