



NEWS

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COMMUNITY PARTNERS BRING “TEXT4TOTS” SERVICE TO CENTRAL FLORIDA

Free Texting Program Provides Information and Tips on Nutrition, Activities, Local Resources and Safety

ORLANDO, Fla. (Oct. 26, 2016) – A solid foundation for lifelong learning begins in infancy, which is why it is crucial for parents and guardians to help children reach developmental milestones at the very beginning of their lives.

With a grant funded by Winter Park Health Foundation, Heart of Florida United Way has partnered with the Early Learning Coalition, Healthy Start and Community Coordinated Care for Children (4C) to introduce “Text4Tots,” a free texting program that provides information and tips for raising kids ages 1-4. This service is aimed at keeping parents and guardians informed on ways to help children reach their full potential.

Parents and guardians will receive weekly text messages covering topics including nutrition, health and safety, as well as ideas for games and activities, and information on local parenting resources. By simply texting “Text4Tots” to 898-211, users will receive messages tailored to the age of their child. It’s free to subscribe, though standard text messaging fees do apply.

“Text4Tots is an ideal program for parents and guardians as it provides important information through the convenience of everyday technology,” said Robert H. (Bob) Brown, president and CEO of Heart of Florida United Way. “It’s a fantastic method for helping busy parents bond with their children. When we empower parents, we empower children, and ultimately pave the way to a better and brighter future for our communities.”

Text4Tots launched October 26. For more information, visit www.HFUW.org or contact Ray Larsen at 407-429-2202.

About Heart of Florida United Way

Heart of Florida United Way (HFUW) is Central Florida’s most comprehensive health and human services charity and the largest provider of funds to the region’s most critical health and human service programs. Last year, it raised and managed \$24.4 million throughout Orange, Osceola and Seminole counties. HFUW is working to advance the common good by focusing on education, income, health and basic needs. It operates United Way 2-1-1, Central Florida’s information and assistance, crisis, suicide and referral helpline; Volunteer Resource Center; Gifts In Kind Center; Emergency Homelessness Services; and the Ryan White Part B program, which administers more than \$2 million to provide HIV/AIDS services and referrals. HFUW impacts more than 650,000 individuals annually through its direct service and funded programs. United Way partners with local businesses, government, other charities to increase awareness of local health and human service issues and to inspire hope, provide options and create possibilities for people in need. Visit www.HFUW.org for more information, or call (407) 835-0900.

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