

## HRA Launches Home Energy Assistance Program Outreach Campaign

The Home Energy Assistance Program (HEAP) helps qualifying households stay warm through winter by providing grants to help pay heating bills. HEAP can also help with emergencies such as repairing a broken boiler. This winter, HRA is launching a multimedia outreach campaign to make sure more qualifying New Yorkers are aware of this important benefit.

A newly redesigned brochure with the tagline 'Warm Your Winter' provides helpful information on the HEAP program, including instructions for applying. The campaign also features print and radio advertisements with the same tagline directing New Yorkers to HRA's website, which has more information about HEAP:

<http://www.nyc.gov/html/hra/html/directory/heap.shtml>



*An Image from HRA's HEAP Campaign*

"The HEAP program can help you stay warm through winter while making ends meet," said Sandra Sanchez, HRA HEAP director. "We hope this new campaign will help ensure New Yorkers in need know there is help out there for high heating bills."

In addition to this, HRA's Office of Domestic Violence and Emergency Intervention Services (ODVEIS), which oversees the HEAP program in New York City, has been partnering with local elected officials to make the application process easier, especially for elderly New Yorkers, and to spread information about the program. State Senator Toby Ann Stavisky and Assemblywoman Grace Meng are working with HRA to promote HEAP to Queens residents. State Sen. Stavisky and Assemblywoman Meng have a constituent liaison from HRA in their offices each week to help qualifying Queens residents apply for HEAP benefits. State Assemblyman Rory Lancman and City Councilman Dan Halloran have also joined HRA for outreach events in Queens.

HEAP season runs from November until mid-May. Eligibility for the program depends on your income and the size of your family and energy costs. HEAP may be able to help you even if you live in a building where heat and hot water are included in your rent, or if you live in subsidized housing and pay directly for heating costs.