



## **“We Outside Summer” Brings Final Benefits On Your Block Resource Fair to NE Bronx**

*City organizes enrollment fairs to bring essential services to New Yorkers who need them most.*

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**New York, NY – October 4, 2025** - The Mayor's Public Engagement Unit (PEU), in partnership with the Department of Social Services (DSS), invites you to join us at our FINAL [Benefits On Your Block](#) Resource Fair this Saturday, October 4<sup>th</sup> at Schieffelin Place and East 229th Street (Next to the YMCA), NE Bronx. Benefits On Your Block is a summer-long initiative to bring City services directly to New Yorkers through free weekly resource and enrollment fairs. The program has run every Saturday since July across the five boroughs – connecting multiple city agencies to thousands of New Yorkers where they live. The effort is part of the broader “We Outside Summer” campaign, which has aimed to ensure New Yorkers have a safe, enjoyable, and well-supported summer through events, investments, and neighborhood-focused programming.

Members of the media are invited to attend our enrollment fair on October 4<sup>th</sup> at Schieffelin Place and East 229th Street (Next to the YMCA) in the NE Bronx to learn more about the City's ongoing efforts to bring benefits and resource access directly to the communities we serve. Interviews with PEU leadership and staff will be available in English and Spanish, followed by the opportunity to connect with city agency representatives on how New Yorkers can enroll in and access benefits and services they are eligible for.

In advance of this week's upcoming event, we joined the BronxNet show 'Open Monday' to discuss Benefits on Your Block. You may watch this discussion here: [Benefits on Your Block with Adrienne Lever, Executive Director, Mayor's Public Engagement Unit.](#)

**WHEN:** Saturday, October 4th, 2025, 11:30 AM - 3:30 PM

**WHERE:** Schieffelin Place and East 229th Street (Next to the YMCA), NE Bronx

**WHAT:** Community event to share information about the Benefits on your Block summer long initiative to bring pop up resource fairs directly to New Yorkers throughout the five boroughs. Press opportunities include interviews with city leaders and service teams on hand to provide information to the community. **Staff members will be available to speak in English and Spanish.**

**WHO:** **Adrienne Lever**, Executive Director, NYC Mayor's Public Engagement Unit



## **More Information:**

### **About NYC Department of Social Services (DSS):**

The Department of Social Services, comprised of the Human Resources Administration (HRA) and the Department of Homeless Services (DHS), serves millions of New Yorkers through a broad range of services that aim to address poverty, income inequality, and homelessness. HRA serves over three million New Yorkers through the administration of more than 15 major public assistance programs. DHS oversees a broad network of shelters, services, and outreach programs dedicated to helping New Yorkers experiencing homelessness get back on their feet. DSS is central to the City's mission to expand and strengthen access to the safety net for low-income New Yorkers and connect individuals experiencing homelessness to permanent housing. For more information, visit [nyc.gov/dss](http://nyc.gov/dss) and stay connected on Twitter [@NYCDHS](https://twitter.com/NYCDHS) and [@NYCHRA](https://twitter.com/NYCHRA).

### **About NYC Mayor's Public Engagement Unit:**

The NYC Public Engagement Unit (PEU) was created to develop a new model for government outreach, using community organizing principles to re-envision how the City provides services to its most vulnerable communities. Rather than expecting constituents to navigate a complex City bureaucracy to get the help they need, PEU adopts grassroots tactics to meet residents where they are – at their doors and on their phones, in their social media feeds, and in their communities. We marry this proactive outreach with comprehensive case management to provide New Yorkers with personalized, passionate care. For more information, visit [nyc.gov/PEU](http://nyc.gov/PEU) and stay connected on Facebook at [facebook.com/MayorsPEU](https://facebook.com/MayorsPEU) or Twitter at [@MayorsPEU](https://twitter.com/MayorsPEU).