



“We Outside Summer” Brings Benefits to the Block

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

Media Contact: PEUpress@hra.nyc.gov

New York, NY – August 23, 2025 - The Mayor’s Public Engagement Unit (PEU), in partnership with the Department of Social Services (DSS), launched [Benefits On Your Block](#), a summer-long initiative to bring City services directly to New Yorkers through free weekly resource and enrollment fairs. The program will run every Saturday from July through October across the five boroughs. The effort is part of the broader “We Outside Summer” campaign, which aims 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 Saturday, August 23, 2025, at 100% Playground in Canarsie, 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.

WHEN: Saturday, August 23, 2025, 12 PM

WHERE: 100% Playground, East 100th Street, Brooklyn, NY 11236

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 and stay connected on Twitter @NYCDHS and @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 and stay connected on Facebook at facebook.com/MayorsPEU or Twitter at [@MayorsPEU](https://twitter.com/MayorsPEU).