

Thursday, February 3, 2011

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DEPARTMENT OF CONSUMER AFFAIRS LAUNCHES OFFICIAL FACEBOOK AND TWITTER PAGES

Department of Consumer Affairs Commissioner Jonathan Mintz today announced the launch of the Agency's official Facebook and Twitter sites. The Agency's social media sites will provide information on programs, services, events and tips on how to be an educated consumer and business owner.

"We are excited about connecting to the millions of New Yorkers who use Facebook and Twitter every day," said Commissioner Mintz. "We believe that a social media presence will allow us to better educate both consumers and businesses about their rights and the many resources we offer. Social media will help us get the word out about our enforcement efforts and our financial empowerment work, including our twenty Financial Empowerment Centers that offer free, professional, one-on-one counseling."

- Find DCA on Facebook at [facebook.com/NYCDCA](https://www.facebook.com/NYCDCA)
- Find DCA on Twitter at twitter.com/NYCDCA
- Visit DCA's official website at nyc.gov/consumers

The Department of Consumer Affairs (DCA) enforces the Consumer Protection Law and other related business laws throughout New York City. Ensuring a fair and vibrant marketplace for consumers and businesses, DCA licenses more than 71,000 businesses in 55 different industries. Through targeted outreach, partnerships with community and trade organizations, and informational materials, DCA educates consumers and businesses alike about their rights and responsibilities. DCA's Office of Financial Empowerment (OFE) is the first local government initiative in the nation with a mission to educate, empower, and protect New Yorkers with low incomes so they can build assets and make the most of their financial resources. Toward that end, OFE seeks to increase access to high-quality, low-cost financial education and counseling; improve access to income-boosting tax credits; connect households to safe and affordable banking and asset-building products and services; and enforce and improve consumer protections to enhance financial stability. For more information, call 311 or visit DCA online at nyc.gov/consumers.