



**NEW YORK FOUNDATION FOR SENIOR CITIZENS AND NYC DEPARTMENT FOR THE AGING HOLD PRESS
CONFERENCE FOR HOME SHARING PROGRAM**

– Gloria Gaynor introduced as official spokesperson –

NEW YORK, March 27, 2019 – This morning, New York Foundation for Senior Citizens (NYFSC) and the New York City Department for the Aging (DFTA) held a press conference to discuss the expansion of the Home Sharing Program, announce singer Gloria Gaynor as the official spokesperson for the program and to showcase a new advertising campaign. Representatives from NYFSC and DFTA welcomed Gloria Gaynor and members of the media at NYFSC's offices in Lower Manhattan. Three sets of sharemates from the Home Sharing Program also made remarks at this morning's event which was emceed by Linda Hoffman, founder and president of NYFSC.

"Home Sharing is the only program of its type in New York City and a trending way for seniors and non-seniors alike to survive the affordable housing crisis," said Hoffman. "We have successfully administered our program for 38 years, through a combination of traditional and non-traditional techniques, coupled with our proprietary software program QUICK-MATCH. We use professional Social Workers who prove, over and over again, that 'Social Work works.' As a result, our Home Sharing Program is second to none."

"The additional \$1.4 million to expand the Home Sharing Program highlights this Administration's commitment to addressing New York City's affordable housing crisis in innovative and creative ways," said DFTA acting Commissioner Caryn Resnick. "Older adults want to stay in their homes, their neighborhoods and in the communities they helped build. This program allows them to do just that by sharing housing costs, combatting social isolation and promoting intergenerational engagement."

The Home Sharing program presents an innovative and practical approach to providing older adults with a safe and affordable place to live or a reliable source of income. The program pairs hosts with an extra bedroom in their homes or apartments with compatible guests in all five boroughs of New York (Manhattan, Queens, Brooklyn, the Bronx and Staten Island). Through the proprietary QUICK-MATCH system and a staff of professional licensed social workers, NYFSC determines the most compatible sharemates by evaluating their 31 lifestyle objectives. Either the host or the guest must be 60 or older; all participants must be 18 or older.

NYFSC's Home Sharing Program is made possible in part through a partnership with DFTA, whose mission is to eliminate ageism and ensure the dignity and quality of life of diverse older adults. If you are interested in becoming a host or a guest or would like further information about NYFSC's Home Sharing Program, please call 212-962-7559, visit www.nyfsc.org or call 311 and ask about Home Sharing.

A short video on Gloria Gaynor's involvement with NYFSC can be found here: <https://tinyurl.com/y4e5lyem>

About NYFSC

The New York Foundation for Senior Citizens (NYFSC) is dedicated to helping New York's seniors enjoy healthier, safer, more productive and dignified lives in their homes and communities, and to help them avoid premature institutionalization. Established in 1968, NYFSC is the only non-profit, non-sectarian organization serving seniors throughout New York City's five boroughs.

About DFTA

The New York City Department for the Aging works to eliminate ageism and ensure the dignity and quality of life of New York City's diverse 1.6 million older adults. DFTA also works to support caregivers through service, advocacy, and education. DFTA is the largest area agency on aging in the U.S.

MEDIA CONTACT: Christopher Nelson, Lou Hammond Group, christophern@louhammond.com, 212-891-0231