

# Mayor Adams Kicks Off Campaign to Highlight IDNYC Expansion of Benefits

May 2, 2022

*Expanded Access Includes New Cultural Institutions and Recreational Centers*

**NEW YORK** – New York City Mayor Eric Adams today kicked off a campaign to highlight new benefits, including access to cultural institutions and other recreational centers, for city residents with an IDNYC. A Day of Action will take place on Wednesday, May 4th, where the New York City Department of Social Services (DSS) and the Mayor’s Office of Immigrant Affairs (MOIA) will lead an interagency and multilingual citywide effort to encourage New Yorkers to enroll for an IDNYC or renew their current card. DSS and MOIA will have multilingual staff and volunteers available to help New Yorkers at train stations and other points in the city.

“An IDNYC unlocks benefits many New Yorkers don’t even realize they have access to, and thanks to the expansion of services we’re announcing today, New Yorkers will be able to do even more across New York City effective immediately,” said **Mayor Adams**. “All New Yorkers will utilize the benefits of this card, regardless of immigration status, that will allow them to enjoy the benefits of so many of the city’s many cultural institutions and recreational centers.”

“With over 1 million enrollees, IDNYC is an innovative and inclusive program that provides access to a wide variety of benefits and cultural resources across the city,” said **Deputy Mayor for Health and Human Services Anne Williams-Isom**. “IDNYC provides a valuable service to New Yorkers, and I am happy to see the list of partners continue to grow, and excited for this push for usage of the IDNYC program.”

IDNYC — managed by DSS in close collaboration with MOIA — is the largest and most successful municipal ID program in the country, providing all New Yorkers with a broadly accepted government-issued photo identification, regardless of background or immigration status. New Yorkers with an IDNYC card expiring in less than 60 days, or

whose card has been expired for less than six months, can now renew their IDNYC through an [online portal](#) or by appointment at an enrollment center.

IDNYC benefits all city residents, including undocumented immigrants, New Yorkers experiencing homelessness, the formerly incarcerated, and others who may have difficulty obtaining other government-issued photo IDs. New Yorkers may renew their cards up to 90 days before expiration, and up to one year after it expires. Due to reduced capacities at IDNYC enrollment centers during the COVID-19 pandemic, the IDNYC program expanded the renewal period for all cardholders whose cards expired in 2020 — expanding the renewal period through December 31, 2022.

“We are delighted to launch our IDNYC renewal effort as we continue to honor and strengthen New York City’s inclusive legacy,” said **DSS Commissioner Gary Jenkins**. “The program has provided more than 1 million New Yorkers with proof of identification, which is vital for vulnerable New Yorkers looking to access the city resources and supports to which they are entitled. As I renew my IDNYC card today, I urge all New Yorkers to join me and enroll in this program as we build a more equitable, diverse, and accessible city for every New Yorker, regardless of background.”

“The IDNYC card has been instrumental in helping vulnerable communities get access to city resources and enjoy great benefits, like discounts on food and cultural attractions,” said **MOIA Commissioner Manuel Castro**. “MOIA is proud to continue to work with DSS on the IDNYC renewal effort to ensure communities continue to use their card as a passport across the city.”

"IDNYC has opened doors for so many people, more fully integrating them into the fabric of our city and giving them access to resources and services every resident deserves," said **Department of Cultural Affairs Commissioner Laurie Cumbo**. "And of course, every card-carrying New Yorker deserves access to the cultural assets that are so integral to the life of our city, so we applaud the partners who are joining us again to offer free arts and culture memberships to IDNYC card holders. As our city continues to recover, IDNYC gives us all a powerful tool to reconnect with the things we love about New York, so get yours or renew today!"

As part of its expanded IDNYC benefits, the city is proud to announce partnerships with The Africa Center, Blink Fitness, Partners Coffee, and Wollman Rink, as well as other of the city’s prestigious cultural institutions and popular recreational centers. IDNYC

cardholders will now have access to various discounts and benefits at these sites, including:

- **The Africa Center:** 30 percent off the exhibition admission fee.
- **Blink Fitness:** Join for \$1 and get 15 percent off an all-access gym membership to Blink Fitness, which provides entry to all 48 New York City gyms, full access to the Blink App, unlimited guest privileges, and a free personal training startup session.
- **Partners Coffee:** \$2 small cold brew or hot filter drip coffee. *Valid anytime, one daily use per customer.*
- **Wollman Rink:** \$14 for admission, a skate rental, and a hot chocolate.

"We're proud to be a new IDNYC partner in the Harlem community," said **Dr. Uzodinma Iweala, CEO, The Africa Center**. "Our neighborhood is home to one of the largest populations of African people and people of African descent, all of whom we hope will stop by to receive or renew their IDNYC card and take some time to discover a little more about our shared history in our exhibition halls."

"We are pleased to be working with IDNYC to provide New Yorkers with fun, friendly, feel-good fitness at an incredible value, so they can prioritize their health and wellness," said **Todd Magazine, CEO, Blink Fitness**. "New Yorkers interested in starting their fitness journey can do so at any of the 48 New York City Blink locations and take advantage of a free personal training startup session."

"We're thrilled to be joining so many extraordinary New York City institutions in offering IDNYC cardholders unique benefits. Offers like those provided through this program make exploring everything our great city has to offer more accessible to all residents — a subject important to us since opening our first store in 2012," said **Andrew Costaris, director of customer experience, Partners Coffee**. "Our retail team excitedly looks forward to welcoming cardholders at our locations in Williamsburg, Long Island City, West Village, and Midtown Manhattan."

"IDNYC has hidden benefit and practical uses. It recognizes all New Yorkers regardless of where they are from. We are proud to partner with IDNYC to offer a discount to Wollman Rink, not only for ice season, but for all of our yearlong programming," said **Stefanie Tomlin, general manager, Wollman Rink**. "Thanks to IDNYC, every New Yorker can enjoy Central Park and all that the iconic Wollman Rink has to offer."

IDNYC card holders can also still enjoy continued partnerships with more than 35 institutions, including:

- American Museum of Natural History
- Apollo Theater
- BRIC
- Bronx Museum of the Arts
- Brooklyn Academy of Music
- Brooklyn Children's Museum
- Carnegie Hall
- China Institute
- Drawing Center
- Film Forum
- Flushing Town Hall
- King Manor
- Leslie-Lohman Museum of Art
- Lincoln Center for the Performing Arts
- Metropolitan Museum of Art
- Metropolitan Opera
- MoMA PS1
- Museum at Eldridge Street
- Museum of Jewish Heritage
- Museum of Modern Art
- Museum of the City of New York
- National Sawdust
- New York City Ballet
- New York City Center
- Park Avenue Armory
- Pregones Theater

- Public Theater
- Queens Museum
- Snug Harbor Cultural Center and Botanical Garden
- St. George Theater
- Staten Island Children's Museum
- Staten Island Museum
- Studio Museum
- Symphony Space
- The Julliard School
- The Shed
- Wildlife Conservation Society

For more information on benefits, eligibility criteria, and how to renew or enroll, New Yorkers can go [online portal](#) or call 311 and say "IDNYC." D/deaf and Hard of Hearing New Yorkers can also learn more about IDNYC in ASL by contacting the DSS ASL direct video phone at 718-262-3608.

### **IDNYC Day of Action - May 4 Locations/Times**

#### **Queens:**

Location: Jackson Heights-Roosevelt Ave (7/E/FMR) Trains

Time: 8AM – 10 AM

Location: Woodhaven Blvd Train Station (E/M/R)

Time: 4:00PM – 6:00PM

Location: Flushing Library (41-17 Main St. Flushing)

Time: 12 Noon – 2:00PM

#### **Manhattan:**

Location: 125th Street Lenox Avenue Train station (2/3 lines)

Time: 8AM – 10 AM

Location: Grand Street Train station (B/D)

Time: 12 Noon – 2:00PM

Location: 96 Street Train Station (1/2/3)

Time: 4:00PM – 6:00PM

**Brooklyn:**

Location: Newkirk Avenue – Little Haiti Train station (2/5)

Time: 8AM – 10 AM

Location: Rockaway Avenue Station (2/3/4)

Time: 12 Noon – 2:00PM

Location: 36th Street Train Station (D/N/R)

Time: 4:00PM – 6:00PM

**Bronx:**

Location: Tremont Ave Train station (B/D)

Time: 8AM – 10 AM

Location: Fordham Rd (B/D)

Time: 12 Noon – 2:00PM

Location: Pelham Parkway Train station (2/5)

Time: 4:00PM – 6:00PM

**Staten Island:**

Location: SIR Tompkinsville station/St. George Staten Island Ferry

Times:

8AM – 10 AM

12 Noon – 2:00PM

4:00PM – 6:00PM