

PUBLIC SERVICE ANNOUNCEMENT

DEPARTMENT CONTACT:

Andria Cimino  
212-442-1111

**NYC DEPARTMENT FOR THE AGING LAUNCHES  
NYC CAREGIVER WEBSITE**

*New Site Connects City's 2 Million Informal Caregivers to  
Vital Information, Respite, and Support Services*

**NEW YORK – July 20, 2004** – The New York City Department for the Aging has launched a new website ([www.nyccaregiver.org](http://www.nyccaregiver.org)) as part of its NYC Caregiver initiative, a program that offers resources and support to New York City's informal caregivers. The content-rich site will provide easy online access to caregivers who are often too busy and overwhelmed to reach out for help. At the click of a mouse, caregivers will find information about local resources, including respite care, support groups, in-home supports, and financial and legal assistance.

“To date, more than 6,000 caregivers who speak 13 different languages have been served through the NYC Caregiver Program, receiving information, training, and over 45,000 hours of respite. We created [nyccaregiver.org](http://nyccaregiver.org) to reach even more of the 2 million New York City caregivers, who do whatever is needed to meet the needs of their loved ones and allow them to live at home,” said Department for the Aging Edwin Méndez-Santiago.

Recognizing that caregiving issues affect every community, the website offers information in English, Spanish, Chinese, and Russian, with fully translated versions of the website planned for the future. The website also provides sections that target the needs of special populations such as Grandparents Raising Grandchildren and the Asian, Immigrant, and LGBT communities.

As the second phase of the Department's promotional campaign for NYC Caregiver, the website launch follows the deployment of a series of subway and bus posters that ran last month. The posters appeared throughout the city in four different languages, including English, Spanish, Chinese, and Russian.

NYC Caregiver was launched as part of a recent grant through the National Family Caregiver Support Program, an amendment to the Older Americans Act. This nationwide initiative recognizes and supports the growing number of informal caregivers assisting family and friends who are aging, sick, and disabled. Caregiver Resource Centers are available in every borough to provide New York City's caregivers with a complete resource for caregiving information and support services. To learn more, call 311 or visit <http://www.nyccaregiver.org>.