

**FOR IMMEDIATE RELEASE: NYC Mayor's Public Engagement Unit and openigloo Partner to Promote Tenant Rights**

*Leading rental platform will help educate tenants on housing rights, heating laws, and illegal lockouts*

New York, NY. March 7, 2023 -- The New York City Mayor's Public Engagement Unit ("PEU") and [openigloo](#) today announced a new partnership to share information about NYC tenants' rights, particularly in regards to the NYC Heat Law and Illegal Lockouts.

As the need for awareness and education on tenant rights continues to rise, PEU is looking for new ways to inform and empower renters in the city. Their new partnership with openigloo will help PEU reach, inform, and educate renters about their rights to a safe, well-maintained apartment that is free from pests, leaks, and hazardous conditions.

A key element of the partnership is the launch of PEU's educational campaign "Know Your Rights," a comprehensive digital marketing program featuring information and resources on the NYC Heat Law and Illegal Lockouts. The campaign will be deployed across openigloo's digital channels, which have a large and growing audience of NYC renters.

Launching in March 2023, various resources will appear on the openigloo platform and social media channels. In addition to offering creative support to develop the campaign, openigloo will also utilize its own marketing channels to expand the reach of the campaign and share the information to the one million plus openigloo users.

"The PEU Tenant Support Unit's mission is to provide tenants with tools and resources to ensure their rights are protected. Partnerships like the one between PEU and openigloo are crucial in empowering New Yorkers with this knowledge," said **Adrienne Lever, Executive Director at the Public Engagement Unit**. "We are excited to partner with openigloo to expand our reach and provide tenants with the information they need to live comfortably and safely in their homes."

"Sharing information about tenants' rights has been a key part of our mission at openigloo," said **Allia Mohamed, co-founder and CEO at openigloo**. "NYC has dozens of laws and programs to help protect renters, but it can sometimes be difficult for tenants to navigate the system and find the right resources. We are excited to partner with the Mayor's Public Engagement Unit and help shine a light on the rules and initiatives working to keep renters safe".

Since 2015, PEU has worked directly with renters, brokers, and CBO partners to educate and empower New Yorkers on their rights. Amid an affordable housing crisis exacerbated by the pandemic, PEU is working to ensure that renters are informed and aware of their rights, and this partnership with openigloo is an exciting complement to their daily outreach to support this critical work.

“Housing law can be complex, and tenants can often have a tough time understanding what their legal rights are,” said **Queens Borough President Donovan Richards Jr.** “Fortunately the Mayor’s Public Engagement Unit is here to help, and the PEU’s innovative partnership with openigloo will help even more New York tenants recognize their rights and protect their homes. This partnership is a great way to support tenants and to safeguard their rights to safe and well-maintained apartments.”

“I am excited about the partnership between the New York City Mayor’s Public Engagement Unit and openigloo in providing tenants in New York City the information and resources needed to prevent illegal evictions while guaranteeing their health and safety,” said **Bronx Borough President Vanessa L. Gibson.** “As a co-sponsor of the Right To Counsel legislation mandating legal representation for low-income New Yorkers facing eviction, this new collaboration will further bring fairness and dignity to a process that can be overwhelming. I want to thank PEU Executive Director Adrienne Lever and Co-Founder and CEO of openigloo, Allia Mohamed, for their commitment to fighting for the rights of our tenants.”

“There is incredible power that comes from knowing your rights, but all too often, tenants don’t have easy access to the knowledge or resources necessary to advocate for the safe, dignified housing they deserve,” said **Brooklyn Borough President Antonio Reynoso.** “I’m happy that the Mayor’s Public Engagement Unit and openigloo are teaming up to ensure New Yorkers are empowered to secure the best housing possible, especially amid a housing crisis disproportionately falling upon low-income New Yorkers of color.”

“New Yorkers have told us again and again that housing is at the heart of everything -- from economic opportunity to well being to public safety,” said **Betsy MacLean, NYC Chief Engagement Officer.** “As we fight a staggering housing crisis on all fronts, change is necessary and knowledge is power. This new campaign by the NYC Public Engagement Unit (PEU) and openigloo will ensure that New Yorkers on the wrong side of predatory landlords have the information they need to stay in their homes.”

### **About The Mayor’s Public Engagement Unit**

The Mayor’s Public Engagement Unit (PEU) proactively connects New Yorkers to key City services, providing individualized, long-term case management across a broad range of resources to help tenants stay in their homes, sign up for or renew health insurance coverage, and more: <https://www.nyc.gov/site/mayorspeu/index.page>

### **About openigloo**

openigloo connects renters with highly-rated buildings and landlords. By leveraging crowdsourced reviews and city data, openigloo gives renters an inside look into any address or landlord before they sign a lease. Launched in 2020, and based in Industry City, Brooklyn, openigloo is on a mission to improve the residential real estate market. For more information, visit [openigloo.com](https://openigloo.com)