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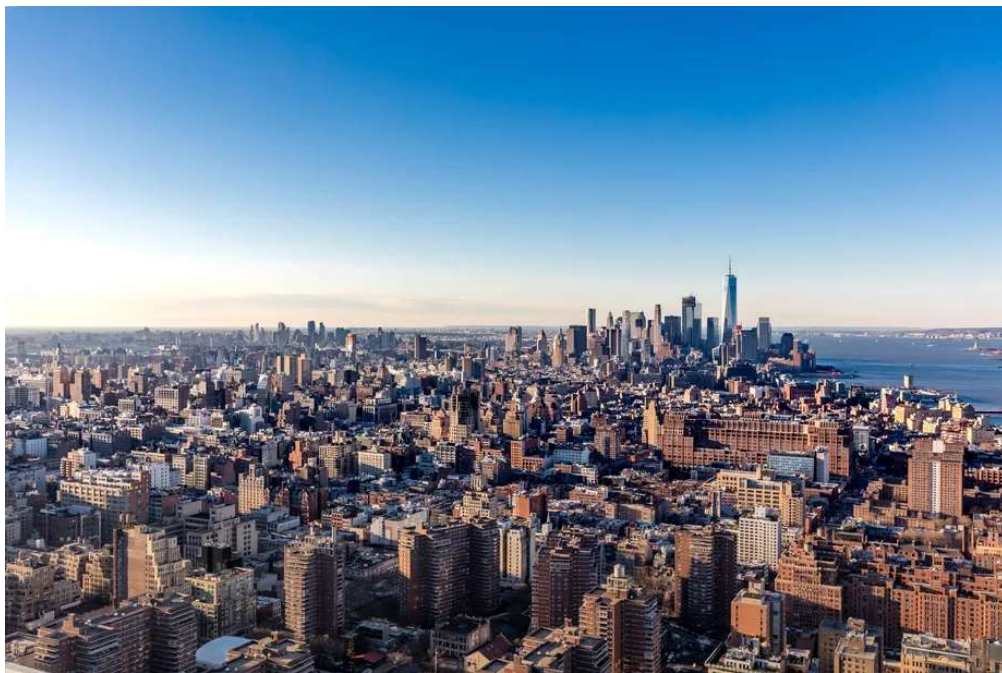
NYC RENT STABILIZATION

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NYC launches campaign to promote new tenant protections

"Laws are only as good as the information that's out there," says one city official

By **Caroline Spivack** | Oct 22, 2019, 8:00am EDT



Max Touhey

The de Blasio administration is launching a new campaign to boost awareness of the sweeping rent reforms passed in Albany this summer.

The Mayor's Office to Protect Tenants' has launched [a new website](#) with digestible breakdowns of the new rights renters have under the [Housing Stability and Tenant Protection Act of 2019](#). An ad campaign will also plaster bus shelters, ferry terminals, and the subway until December 15 to promote the tenant protections.

City officials are five months late to the news, but said holding off was necessary to give state regulators time to sort through the landmark legislation and [issue guidance on how they interpret the laws](#), according to Jackie Bray, the director of the Mayor's Office to Protect Tenants.

“All summer long there was a lot of both misinformation and uncertainty around these laws,” says Bray. “As we came into the fall, some things started to solidify more ... so we felt confident putting this campaign out now because we feel confident about the fundamental information.”