

From: Housing.Counseling Sent: Tuesday, January 13, 2009 11:38 AM To: 'sf-housing-counseling-1@hudlist.hud.gov'

Subject: "Keep Your Home, Know Your Home" campaign kick off

HUD Approved Housing Counseling Agencies:

On Wednesday, January 14th the U.S. Department of Housing and Urban Development is launching a major financial literacy campaign to help families prevent foreclosure. HUD's "Keep Your Home. Know Your Loan." campaign will kick off in Chicago, Detroit, Los Angeles, Miami, New York and Phoenix. The "Keep Your Home. Know Your Loan." campaign will include print, radio and television public service announcements, as well as a tool kit for non-profit counseling agencies that will support the effort. Several weeks ago we sent you an email with some preliminary information about the campaign. The toll-free number that was included in that email will not be used during this campaign. The toll free number that was ultimately selected is NO LONGER IN USE. This number will connect callers to HUD's voice response system where the caller can select the type of counseling service they want and enter their zip code and will provide the caller with the choice of three counseling agencies in that zip code. The current HUD Housing Counseling Program's toll free number (800-569-4287) will remain in effect as well. Both numbers will feed into the same voice response system. In each PSA, consumers are directed to call HUD's toll-free counseling hotline (NO LONGER IN USE) to arrange free face-to-face meetings with a counselor near them. Since most HUD-approved counseling agencies lack the resources for marketing and outreach, the Department is launching this campaign to help consumers earlier in their financial crisis and to fight the explosion of "pay-to-play" loan modification scams. U.S. Housing and Urban Development Secretary Steve Preston will kick off the campaign on Wednesday, January 14th in New York City at Neighborhood Housing Services, a New York City HUD approved counseling agency that offers clients free mortgage delinquency and default resolution counseling. Sincerely, Director, Program Support Division Office of Single Family Housing Department of Housing and Urban Development