

From: Housing.Counseling Sent: Wednesday, January 14, 2009 1:06 PM To: 'SF-HOUSING-COUNSELING-L@hudlist.hud.gov'

Subject: Conference Call - HUD Consumer Education and Outreach Campaign

Attention: HUD-Approved Housing Counseling Agencies Consumer Education and Outreach Campaign

As you may be aware, HUD has developed an aggressive Consumer Education and Outreach Campaign - Keep Your Home. Know Your Loan. - that encourages homeowners to pick up the phone and call a counselor before they are in crisis. The campaign informs them that they can find a free, government-approved housing counselor by calling NO LONGER IN USE or by visiting www.hud.gov Conference Call I would like to invite you all to participate in a conference call Friday, January 16th from 1:30pm - 2:30pm EST. During the call, HUD would like to brief you on our progress, and present components of our Consumer Education and Outreach Campaign. Following these items, we welcome a discussion on how to work with our partners to get the word out. Dial In: (866) 207-0413 ID: 81302273 Tool Kit To familiarize yourselves with the campaign prior to the call, please visit www.hud.gov. Click on the "Keep Your Home" logo and you will be taken to a page where you can find our campaign "toolkit". Our toolkit includes TV, radio and print PSAs, as well as a campaign fact sheet, down-loadable logo and business cards (which are easy to hand out and distribute) to use across the country. We hope you can join us on the call to discuss this important initiative and how you can get involved.

Sincerely,
Director, Program Support Division Office of Single Family Housing