



**NEW YORK STATE
OFFICE OF TEMPORARY AND DISABILITY
ASSISTANCE**

40 NORTH PEARL STREET
ALBANY, NY 12243-0001

David A. Paterson
Governor

Informational Letter

Section 1

Transmittal:	10-INF-21
To:	Local District Commissioners
Issuing Division/Office:	Center for Employment and Economic Supports Employment and Advancement Services Bureau
Date:	November 12, 2010
Subject:	New myBenefits Poster PUB 4972
Suggested Distribution:	Employment Directors TA Directors MA Directors HEAP Coordinators Food Stamp Directors Child Support Directors Child Care And Services Directors Staff Development Coordinators Service Directors
Contact Person(s):	Policy Questions: Employment Services Advisor or EAS Bureau: Deborah McMahon (1-518-408-4764) Forms Questions: Kelly Whitney (1-800-343-8859 Ext. 37791)
Attachments:	Attachment 1- PUB 4972 myBenefits Poster
Attachment Available On – Line:	<input checked="" type="checkbox"/>

Filing References

Previous ADMs/INFs	Releases Cancelled	Dept. Regs.	Soc. Serv. Law & Other Legal Ref.	Manual Ref.	Misc. Ref.
09-INF-02					

Section 2

I. Purpose

The purpose of this Informational Letter (INF) is to introduce a new myBenefits poster designed to support local departments of social services' efforts with the promotion of economic supports and the mybenefits.ny.gov web site.

II. Background

This poster is an important addition to OTDA's WorkPays NY outreach campaign. The centerpiece of the poster is the new myBenefits logo and the myBenefits web address is also highlighted.

OTDA continues to promote myBenefits as a bridge to economic supports with the goal of increasing the extent to which eligible low-to-moderate income families and individuals access the array of benefits available to them.

III. Program Implications

Districts can enhance efforts to promote economic supports by displaying this poster and other materials prominently within their offices and public areas. In addition, districts can share materials with area entities that have contact with low and moderate income households such as local businesses, community organizations, and non-profit organizations.

IV. Forms Ordering Information

- The myBenefits poster is available and stocked in the Albany warehouse. Any requests for copies of the poster may be submitted on an [OTDA-876](#) "Request For Forms or Publications" and mailed to:

Office of Temporary and Disability Assistance
BMS Document Services and Operational Support
PO Box 1990
Albany, NY 12201

Orders may also be placed using the OTDA Publications online order form [OTDA 876](#) available at www.otda.ny.gov/main/programs/publications/

Questions concerning ordering forms should be directed to BMS Document Services at 1-800 343-8859 ext. 4-9522. For those who do not have Outlook, but who have Internet access for sending and receiving e-mail, the Internet e-mail address is: gg7359@dfa.state.ny.us .

Issued By

Name: Russell Sykes

Title: Deputy Commissioner

Division/Office: Center for Employment and Economic Supports

OTDA 10-INF-21

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