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TIMES SQ JUMBOTRON ON THANKSGIVING: 16,000 NYC CHILDREN ARE HOMELESS

Coalition for the Homeless Alerts Nation of Record-Breaking NYC Homeless Shelter Population

New York— Now through the New Year, the CBS “Super Screen” in Times Square will alert New Yorkers and visitors of the city’s record-breaking 16,000 homeless children.

In two new spots from the Coalition for the Homeless, in partnership with Euro RSCG and legendary photographer, Albert Watson, a child stands on the street as captions read “16,000 – Not One Deserves It” and “16,000 – Our Forgotten, Ignored, Invisible.” The ads implore: “Will you help them?” Watson has shot over 200 covers of Vogue and 40 covers of Rolling Stone magazine since the mid-1970s.

These digital videos mark the beginning of a major print, outdoor and television campaign, all donated to the Coalition for the Homeless by Euro RSCG Adrenaline.

Rich Russo, Managing Director of Euro RSCG, noted, “people need to know that 16,000 kids homeless in NYC is a travesty, and one of the largest failures in our city’s long history. Hopefully this campaign will bring these unseen 16,000 kids to the forefront of New Yorkers minds.”

[Click here to watch](#). The code to embed the ads is below and a jpg of one ad is attached.

“As families around the country gather to be thankful, over 16,000 children will be without a home in our city,” said **Mary Brosnahan, Executive Director of the Coalition for the Homeless**. “Sadly, this Thanksgiving, a record number of our neighbors are homeless. The holiday season has always been a time for New Yorkers to remember those who are struggling to survive.”

In October, the Coalition released analysis of city data showing the city is experiencing record-breaking homelessness, including more than 16,500 children from 10,000 homeless families sleeping in New York City’s municipal shelters each night. For the first time since the city began keeping records 25 years ago, over 39,000 homeless New Yorkers are in the shelter system.

The Coalition’s analysis also shows that over the past year, the number of homeless children in shelters has increased by 10%. During FY 2009, an all-time record 43,826 different homeless children slept in the municipal shelter system, 13% more than the previous fiscal year and a 42% rise from when Mayor Bloomberg took office, despite his pledge over five years ago to reduce homelessness in New York City by 2/3rd within five years.

“Between dire levels of unemployment, unaffordable housing, and dropping temperatures, the surge of children and adults entering our city’s shelters will only continue to escalate. New Yorkers can lend a helping hand— and they can encourage Mayor Bloomberg to change direction,” added **Brosnahan**.

The Coalition has called on the Mayor to change course on his homeless policy to provide long-term affordable housing assistance and ensure that there are sufficient beds in shelters to meet increased need this winter. In particular, the Coalition has reiterated its call to reverse his 2005 decision to cut off homeless New Yorkers from federal housing assistance, such as Section 8 vouchers and available public housing apartments.

Euro RSCG Adrenaline is located in the Chelsea Market at 75 Ninth Ave, New York, NY. For more information, please contact Rich Russo, managing director and chief creative officer.

To view the ads, visit <http://www.coalitionforthehomeless.org/videos/entry/not-one-deserves-it>. For more information, visit www.coalitionforthehomeless.org

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