

HUD kicks off Fair Housing month with launch of national media campaign

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WASHINGTON – The U.S. Department of Housing and Urban Development (HUD) and the National Fair Housing Alliance (NFHA) today launched a national media campaign to educate the public and housing providers about their rights and responsibilities under the Fair Housing Act.

Headquartered in Washington, D.C. The National Fair Housing Alliance was founded in 1988. NFHA is a consortium of more than 220 private, non-profit fair housing organizations, state and local civil rights agencies, and individuals from throughout the United States.

"The National Fair Housing Alliance and HUD have a long history of working together to promote fair housing throughout this country," said Shanna L. Smith, President and CEO of the National Fair Housing Alliance. "Those seeking to rent, own, buy or insure a home need ongoing education about their fair housing rights and how to take action if they suspect discrimination

This year's Fair Housing Month theme is *"Our Work Today Defines Our Tomorrow,"* spotlighting HUD's current enforcement and education and outreach efforts and the work of its fair housing partners.

The campaign, titled "Fair Housing Is Your Right. Use It," includes English, Spanish, and Chinese radio and print public service advertisements (PSAs) that feature examples of actions which violate the Fair Housing Act and let the public know what to do if they experience housing discrimination.

"Forty-five years since the passage of the Fair Housing Act, unlawful discrimination continues to keep many individuals and families from obtaining the housing of their choice," said John Trasviña, HUD Assistant Secretary for Fair Housing and Equal Opportunity.

In addition to radio and print public service announcements, the campaign will use the latest digital and social media to amplify the outreach effort.

The launch of the campaign coincides with the beginning of Fair Housing Month when the nation marks the passage of the 1968 Fair Housing Act following the assassination of Dr. Martin Luther King, Jr. The Fair Housing Act makes it illegal to discriminate in the sale or rental of housing based on race, color, sex, religion, national origin, familial status or disability.

In February, HUD launched the first housing discrimination mobile app for iPhone and iPad. The campaign's PSAs will run in advertising space and in timeslots donated by the media. Radio PSAs, which can be tailored to include the contact information for a local fair housing organization, will be distributed to more than 3,500 radio stations and networks throughout the United States. Television PSAs will be released later this year.

Copies of the campaign's PSAs can be obtained by going to www.HUD.gov/fairhousing or www.nationalfairhousing.org

. Anyone who suspects that they are the victim of housing discrimination is encouraged to report it to HUD.