



On April 12 at noon, we'll be launching our 9 Month Countdown to the start of New York's new Paid Family Leave program on January 1st, 2018. We'll be focusing on different elements of the new policy each month in our countdown. Help us spread the word about the nation's leading paid leave program.

Hashtag: #PaidLeave #NYIsExpecting #TalkToYourPartner #maternityleave #paternityleave

Date & Time: April 12th from 12pm to 1pm eastern time

Twitter Handles: @timetocareny

Governor's new website and hotline: ny.gov/paidfamilyleave (844) 337-6303

Share images: Can be downloaded [HERE](#)

Options for engaging on Instagram

<https://www.instagram.com/p/BSjrVGvjshx/?taken-by=germienyc&hl=en>

<https://www.instagram.com/p/BShnakgD-uX/?taken-by=germienyc&hl=en>

Sample Tweets:

New York is expecting...Paid Family Leave benefits begin Jan 1, 2018. Visit: ny.gov/paidfamilyleave #paidleave #maternityleave #paternityleave



Talk to your partner about New York's #PaidLeave program starting in #9months and find out more at ny.gov/paidfamilyleave
<Insert below share image>



Help us spread the word about NY's new paid family leave benefit!
#paidleave #paidfamilyleave #paidleaveny #paternityleave #maternityleave



Its #9Months until Paid Family Leave is available for New Yorkers. Talk to your partner and figure out your #paidleave plans.
<Insert below share image>



Thinking about starting a family? Talk to your partner about New York's Paid Family Leave program starting in #9Months ny.gov/paidfamilyleave
<Insert below share image>



Start the 9-month countdown to #paidleave for New York
<Insert below share image>



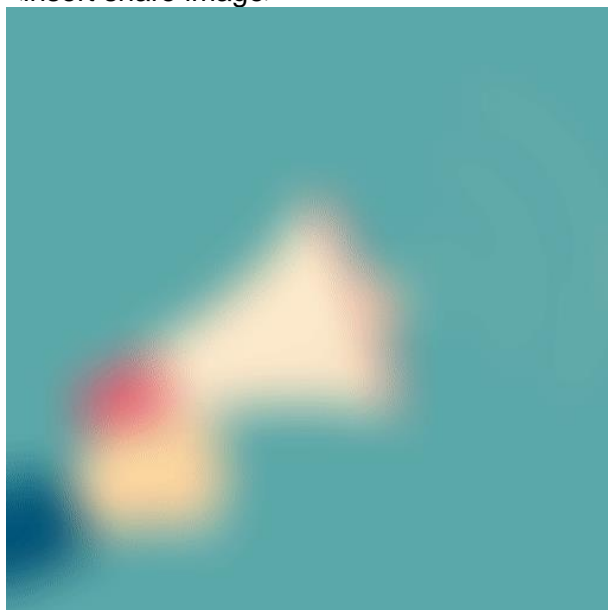
Planning to use Paid Family Leave in 2018? Time to start talking to your partner #9Months
ny.gov/paidfamilyleave
<Insert below share image>



Starting Jan 1, 2018, New Yorkers can take up to 8 weeks of paid leave to bond with a new child or care for a seriously ill family member ny.gov/paidfamilyleave
<Insert below share image>



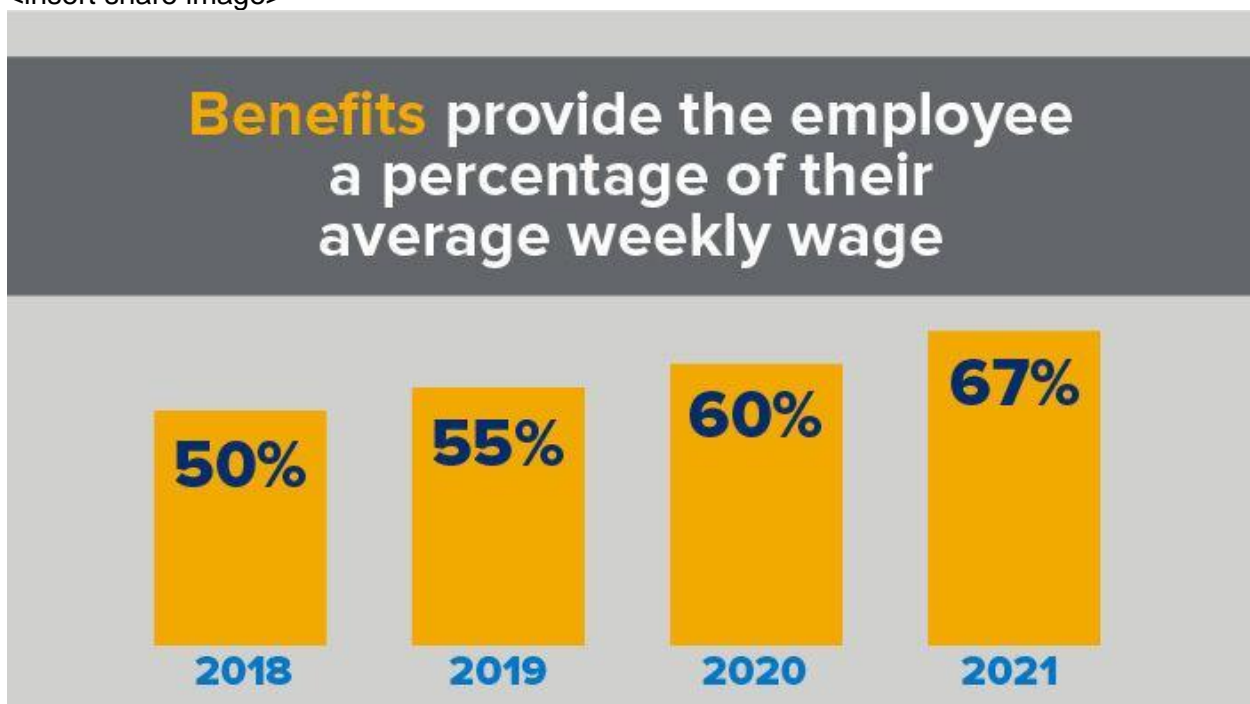
@NYGovCuomo launched a helpline (844) 337-6303 & website to provide NYers with info about #paidleave benefit that starts in 9 months <http://ow.ly/IRIK309ggpY>
<insert share image>



When fully phased-in, NY will have the longest & most comprehensive #paidleave program in the nation. More info @ ny.gov/paidfamilyleave
<insert share image>



In NYS #PaidLeave benefits will be phased in starting in 2018 & capped at 67% the statewide AWW in 2021. More info @ ny.gov/paidfamilyleave
<insert share image>



New York enacted the strongest #paidleave plan in the nation, which starts in #9months More info @ ny.gov/paidfamilyleave
<insert share image>



Have ?'s about NY's #PaidLeave Benefit that start in 2018? Call 844-337-6303 from 8:30am – 4:30pm ET, Monday - Friday. More info @ ny.gov/paidfamilyleave
<insert share image>



#Paidleave starts in NY Jan 1, 2018 and allows employees to care for their loved ones, while strengthening a business's bottom line.

#NY families won't have to choose btwn their health/the health of their family & their job.
#PaidLeave comes to NY in 2018

In NYS payroll deductions for the nation's strongest #paidleave benefit will begin around July 2017. More info @ ny.gov/paidfamilyleave

#PaidLeave is coming to NY! Please volunteer to help educate those most in need:

bit.ly/NYPFLGetInvolved

Lack of knowledge about #PaidLeave puts our workers' & their families' health at risk. Help spread the word @ bit.ly/NYPFLGetInvolved

Join us and get involved in educating your community about NY's new #PaidLeave law

bit.ly/NYPFLGetInvolved