



COUNTY OF SAN DIEGO NEWS ADVISORY

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\$25 MILLION OF TAX DOLLARS UNCLAIMED IN COUNTY EVERY YEAR ***County Intensifies EITC Campaign to Help Working Families***

WHAT: Chairman Greg Cox and Supervisors Pam Slater-Price and Bill Horn, together with community service providers and working families, will intensify a countywide campaign to help more San Diego County families and individuals take advantage of the Earned Income Tax Credit (EITC).

Participants will also celebrate the success of the 5-year-old initiative, which is helping to lift families out of poverty. As part of the EITC campaign, hundreds of volunteers will offer free tax preparation services at nearly 90 sites throughout the County.

WHEN: Noon, Wednesday, Jan. 30, 2008
WHERE: County Administration Center (West Plaza)
1600 Pacific Highway

WHO: Chairman Greg Cox, First District, County of San Diego
Supervisor Pam Slater-Price, Third District, County of San Diego
Supervisor Bill Horn, Fifth District, County of San Diego
Shaina Gross, United Way of San Diego County
Ron Wicks, IRS, Stakeholder Partnerships, Education and Communication (SPEC)

WHY: About \$25 million of Earned Income Tax Credit (EITC) dollars are left unclaimed every year in San Diego County. The figure jumps to more than \$1 billion statewide.

During the 2003 tax season, the San Diego County Board of Supervisors launched a pilot program that provided free tax preparation assistance to low-income workers. The EITC initiative proved successful and was expanded countywide the following year.

In the last five years, more than \$16 million EITC dollars have been returned to the regional economy.

Established in 1975, the EITC is the federal government's largest cash assistance program designed to lift low-income families and individuals out of poverty by helping them keep more of their hard-earned wages.

VISUALS: Money tree symbolizing unclaimed EITC dollars. Cake celebrating 5th anniversary of EITC program.

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