

NEW EITC TOOLKIT

The resources you need to alert your (clients, customers, constituents) about the Earned Income Tax Credit – or EITC – are now online at www.eitc.irs.gov. **EITC Central** brings together all of IRS' EITC tools in a single location for your convenience.

We know you are busy and need to locate information quickly. With **EITC Central**, you can find it fast.

View the new EITC ad campaign. Customize your own marketing materials with the same look and feel of IRS' campaign. Use a time-saving news release template. Access fact sheets. Get tips for working with the media, holding news conferences, and placing feature stories. See how many claimed EITC in your area last year. It's all just a few mouse clicks away.

EITC Central is your gateway to technical information, marketing materials, forms and publications, communication products, state-by-state EITC statistics, Marketing Express, which supports you in custom tailoring your own EITC products, and more.

Check it out today and bookmark **EITC Central** as your one-stop resource.