



## Sample Public Service Announcements

**30-60 second spot:** You may be eligible to claim valuable tax credits worth thousands of dollars! If you work and have children, the federal Earned Income Tax Credit can mean up to \$5,751 for you and your family. If you paid for child care in order to work, more help is available through the federal Child and Dependent Care Tax Credit, which can be worth up to \$2,100. The Child Tax Credit can give families up to \$1,000 per child! These tax credits are more valuable than ever this year, so don't miss out. For more information, call [INSERT NAME OF YOUR ORGANIZATION] or [INSERT CONTACT NUMBER] toll-free.

**30-60 second spot:** The IRS may owe you money!! That's right – you may be eligible to claim tax credits worth thousands of dollars when you file your 2011 taxes. For example, if you work and have children, the federal Earned Income Tax Credit could mean a refund of up to \$5,751. If you had to pay for child care in order to work or look for work, you could get up to \$2,100 through the federal Child and Dependent Care Tax Credit. The Child Tax Credit can give families up to \$1,000 per child! For more information call [NAME OF YOUR ORGANIZATION] at [INSERT NUMBER]. That's [INSERT NUMBER].

**15-30 second spot:** Your family could be eligible to claim thousands of dollars in tax credits when you file your income taxes this year. Call [INSERT NUMBER] to find out where to get your taxes prepared for free and ask about the federal Earned Income Tax Credit, Child Tax Credit, and Child and Dependent Care Tax Credit as well as [state]'s [list state credits].

**15-30 second spot:** Don't miss out – you could be eligible to claim tax credits worth thousands of dollars when you file your 2011 taxes. Make sure you ask about the federal Earned Income Tax Credit, Child Tax Credit, and Child and Dependent Care Tax Credit as well as [state]'s [list state credits]. For more information and to find out where you can get your taxes prepared for free call [INSERT NUMBER].

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