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FORMER PRESIDENT BILL CLINTON DELIVERS MESSAGE URGING NEW YORKERS TO CALL 311 AND CLAIM THE EARNED INCOME TAX CREDIT

Calls to 311 about the EITC Surge to Record Volume; Working Families and Individuals Reminded to Claim EITC before April 17 Tax Filing Deadline

With roughly two weeks left before the federal tax filing deadline, former President Bill Clinton delivered a 30-second message reminding eligible New Yorkers to claim the Earned Income Tax Credit (EITC) and to call 311, New York City's 24-hour Citizen Service Hotline, for free tax help. The EITC, a critical tax credit that returns as much as \$6,000 to qualifying New Yorkers making less than \$38,000, remains one of the most successful tools to fight poverty and help working families and individuals get ahead. During his Administration, President Clinton doubled the EITC, giving more than 15 million working families a tax cut. In 1998 alone, the EITC lifted more than 4 million people - including more than 2 million children - out of poverty. The William J. Clinton Foundation is one of more than 150 Coalition partners in the City's EITC Campaign, which is led by Mayor Bloomberg and coordinated by the Department of Consumer Affairs (DCA). President Clinton's message will reach hundreds of thousands of New Yorkers through recurring public service announcements broadcast on the City's official radio station, WYNE 91.5 FM, as well as online and on City government phones via Radio NYC - the City's on-hold announcement system.

"We are thrilled that President Clinton has once again lent his voice to the City's Earned Income Tax Credit Campaign. His message will help us reach those who need it most," said Jonathan Mintz, Commissioner of the New York City Department of Consumer Affairs. "The clock is ticking and we urge all eligible New Yorkers to call 311, ask about the EITC and find out if you're eligible for money back and free tax help."

"As former Internal Revenue Service Chief Information Officer under the Clinton Administration, I've experienced firsthand President Clinton's commitment to the EITC - and to those taxpayers who need it most," said Department of Information Technology and Telecommunications Commissioner Paul Cosgrave. "I'm thrilled that 311, 91.5 FM, and Radio NYC can continue to play an important role in this initiative."

With the launch of the City's 5th annual EITC Campaign in January and through March, nearly 23,000 New Yorkers have called 311 to find out if they are eligible and how to get free tax help - surpassing the 22,000 total EITC calls received during the entire 2006 tax season. In addition to President Clinton's message, the Campaign's extended outreach this year includes distributing more than two million pieces of brochures in eleven languages throughout the five boroughs, advertising in major media outlets, subways and bus shelters, securing agreements for discount tax preparation with private preparers that exclude all refund loan products, and directing eligible filers to more than 40 free tax filing locations throughout the city.

The New York City EITC Campaign, part of Mayor Bloomberg's aggressive efforts to reduce poverty, aims to help New Yorkers get the money they deserve at tax time and

is part of DCA's Office of Financial Empowerment (OFE). The EITC Coalition will serve as a model for other large-scale public campaigns launched by OFE to help workers with low incomes build financial stability and make the most of their money.

For more information on the EITC, whether you qualify, or to locate the closest free tax assistance site, call 311 (or 212-NEW-YORK) or go online to www.nyc.gov/eitc. To access Radio NYC online, visit www.nyc.gov/radionyc.

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[Text from former President Bill Clinton's EITC Message is Attached.](#)

MP3 Versions Available by Request.