DEPARTMENT OF THE TREASURY
INTERNAL REVENUE SERVICE
ATLANTA, GA 30308

WAGE AND INVESTMENT DIVISION

December 4, 2007

Dear Partner,

I would like to take this opportunity to thank you and your organization for your hard work in providing millions of taxpayers with free access to tax preparation services, thereby ensuring that they obtain all the valuable tax benefits they deserve.

Earlier this year, in cooperation with our partners, the Internal Revenue Service inaugurated EITC Awareness Day. This was a single-day nationwide media event that proved to be incredibly successful. Nearly 90 partners hosted news conferences and another 78 issued news releases on EITC Awareness Day. The goal of EITC Awareness Day was to generate local media coverage across the country to increase public awareness of EITC and free tax preparation sites.

For 2008, we hope to build on that success, and we need your help. The EITC Awareness Day will be Thursday January 31. I would ask that you consider working with your local tax preparation coalitions or partners to host a news conference on January 31. If you cannot host a news conference, I would urge you to issue a news release explaining the availability of free tax prep sites and EITC. The January 31 date coincides with the deadline for receiving Forms W2 and the start of the month of February when more than 60 percent of all EITC claims are filed.

The IRS' Stakeholder Partnerships, Education and Communications team is available to assist you. The IRS also has prepared a new partner tool kit that will provide you with more information about how to hold a news conference and provide you with free advertising materials. At the national level, the IRS and Treasury also are committed to ensuring all eligible taxpayers receive their EITC. We, also, will be holding national media events on January 31.

We hope you will join us in building upon the successes of EITC Awareness Day. Again, I applaud your efforts that have truly made a difference to millions of people's lives, and I very much wish you success for the new tax year.

Sincerely,

David Williams

David Williams,
Director, Electronic Tax Administration
and Refundable Credits