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To: Soura, ChristianChristianSoura@gov.sc.gov
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Subject: Help Promote IRS Free File - Sample Press Release Included

Christian-

With less than a month until the tax deadline, I'm writing to ask for your help in promoting IRS Free File. The service provides free access to leading tax preparation software – offering taxpayers free, step-by-step help to prepare and e-file their federal taxes online. Will you help us spread the word by issuing a [press release](#) or alert to your constituents?

Through IRS Free File, all taxpayers who made \$57,000 or less in 2012 are eligible to visit www.irs.gov/freefile to prepare and e-file their federal tax returns. About 100 million Americans – or 70 percent of taxpayers – are eligible.

A sample press release is pasted below this email, and is also downloadable [here](#). Feel free to tailor it and distribute to your contacts – or use the content to craft an op-ed or newsletter article. Please let us know if you need additional messaging.

IRS Free File is made possible through a landmark public-private partnership between the IRS and the Free File Alliance, a non-profit coalition of leading tax software companies. To learn more about the program, visit www.freefilealliance.org or www.freefile.irs.gov.

Please get in touch if you have any questions. Thank you for your help!

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FOR IMMEDIATE RELEASE

XXX Urges Constituents to Take Advantage of Free Online Tax Services Provided by IRS & Free File Alliance

Taxpayers Making \$57,000 or Less Can Visit IRS.gov/efile to Access Free Tax Preparation Software through Partnership between IRS & Tax Software Industry

XXX today encouraged constituents to take advantage of free tax preparation and e-filing services available through the IRS Free File program. Since its inception in 2003, Free File has offered 70 percent of taxpayers free access to leading commercial tax preparation software. This year, every taxpayer with a 2012 Adjusted Gross Income of \$57,000 or less may visit www.irs.gov/freefile to prepare, complete and e-file their federal tax returns at absolutely no cost. This service is made possible through a partnership between the IRS and the [Free File Alliance](#), a non-profit coalition of industry-leading tax software companies.

“This tax season, I encourage constituents to take advantage of free tax help available through the IRS Free File program,” said XXX. “Free File provides access to online tax software that helps you prepare and e-file your federal tax returns – at absolutely no cost. The service is available to everyone who made \$57,000 or less last year. Just visit www.irs.gov/freefile to get started.”

To begin, taxpayers should visit the IRS website - www.IRS.gov/freefile. Users will find a list of Free File Alliance member companies and may either choose one that fits their needs or utilize the “Help Me Find a Company” tool. After selecting a tax software company, users will be transferred to the company's website to prepare, complete and electronically file their federal income tax returns. The service is also available in Spanish.

“Free File is the one-stop shop for 70 percent of taxpayers to prepare and e-file their federal tax returns,” said Tim Hugo, executive director of the Free File Alliance. “The service is unique because it gives taxpayers access to 15 different tax software offerings so they can choose the one that works best for their tax situation. With Free File, the industry’s top software is all in one place, and it’s all free.”

The Free File Alliance is also partnered with the IRS Volunteer Income Tax Assistance Program (VITA) – a walk-in service for low-to-moderate income taxpayers – which offers Free File software on self-assist kiosks at VITA sites in 29 states. Through its partnership with VITA, the Free File Alliance will be able to provide e-filing services for taxpayers who do not have Internet access at home, as well as those who want to e-file, but need additional help.

Free File Alliance member companies have worked closely with the IRS to strengthen the Free File program, and taxpayers have consistently reported the program as being user-friendly and efficient. Responding to a 2009 IRS survey, 96 percent of users said they found Free File easy to use, while 98 percent said they would recommend the program to others.

About the Free File Alliance

The Free File Alliance, a nonprofit coalition of 15 industry-leading tax software companies, has partnered with the IRS since 2003 to help low- and middle-income Americans prepare, complete and e-file their federal tax returns online. The Free File Alliance is committed to giving 70 percent of Americans free access to the industry’s top online tax preparation software. More than 36 million returns have been filed through IRS Free File since its inception. For more information, visit www.freefilealliance.org.