



Join **First Lady Dawn Gibbons** and **Senator Steven Horsford** for the launch of  
“**Earn It Keep It Save It**”, *A United Way of Southern Nevada Collaborative*  
and for **National EITC Awareness Day**.

**January 31, 2008**

**2:00 pm**

**Nevada Partners/Culinary Training Academy**  
710 W. Lake Mead Boulevard  
North Las Vegas, NV 89030

**RSVP online** [uwsn.org/EITCday](http://uwsn.org/EITCday) or [\(702\) 892-2301](tel:7028922301)

#### About **Earn It Keep It Save It**

United Way of Southern Nevada in partnership with the Internal Revenue Service is spearheading a new community initiative - “**Earn It Keep It Save It**” - to increase the number of eligible working individuals and families in Clark County claiming and receiving the federal Earned Income Tax Credit (EITC).

#### **Earn It Keep It Save It** Community Partners

ACORN • Bank of America • Bank of Nevada • CHR, Inc. • City of Henderson • City of Las Vegas • City of North Las Vegas • College of Southern Nevada • Community Bank of Nevada • Consumer Credit Counseling • East Las Vegas Community Development • Excalibur Hotel & Casino • Family TIES of Nevada • Goodwill of Southern Nevada • HSBC Bank Nevada, NA • HACA • HELP of Southern Nevada • Housing Authority, Clark County • Internal Revenue Service • Latin Chamber of Commerce • Nat’l Federation of Filipino-American Associations • Nevada Federal Credit Union • Nevada HAND • Nevada Legal Services • Nevada Partners • Nevada Society of Enrolled Agents • Nevada State Bank • USAA Savings Bank • United Labor Agency of Nevada • United Way of Southern Nevada • University of Nevada Las Vegas • Volunteer Center of Southern Nevada • Wells Fargo & Company

#### About the **Earned Income Tax Credit (EITC)**

Enacted by Congress and signed into law by President Gerald Ford in 1975, the EITC is a refundable tax credit that reduces or eliminates taxes for low-income married or single working people (such as payroll taxes), also serving as a wage subsidy for low-income workers. Today, the EITC is one of America’s most important weapons against poverty, enjoying broad bipartisan support. In 2004, almost 21 million American families received more than \$36 billion in refunds through the EITC. These refunds significantly impacted thousands of communities across the nation, elevating more than 5 million families above the poverty line. Economists postulate that every additional dollar received by low- and moderate-income families has a multiplier effect of up to double the original amount, in its impact on the local economy.