



MEDIA ADVISORY
For Media Only

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See Cal Poly Students Assist with Santa Maria Volunteer Income Tax Assistance Program Feb. 7
To: News Editors, Assignment Editors, City Editors, Photo Editors, Reporters

What: Kick-off event to celebrate expansion of the Volunteer Income Tax Assistance (VITA) program at Allan Hancock College. Educational and community leaders joined forces to triple the capacity of the Santa Maria VITA program this year with the help of Cal Poly accounting students and faculty. The free program helps local, low income families complete and file tax forms, and claim Earned Income Tax and Child Tax Credit allowances.

Why:

- Obtain footage of a working VITA site (open from 9 a.m. to 1 p.m. Saturdays through March 14) and talk with families helped through the program.
- Secure interviews with civic leaders and corporate partners who have formed this cooperative alliance to expand the tax preparation program.
- Talk to some of the student volunteers gaining valuable work experience and serving their community.
- Great b-roll opportunity for April 14 broadcast packages.

Who: Anna Davies, vice president, Academic Affairs, Allan Hancock College
Ardis Neilsen, dean, Community Education, Allan Hancock College
Eddie Taylor, CEO, Northern Santa Barbara County United Way, Inc.
George Leis, president, Pacific Capital Bancorp
Hilda Zacarias, Santa Maria City Council and site supervisor
Doug Cerf, chair, Accounting Department, Cal Poly

The Santa Maria program was launched last year by Allan Hancock College and the United Way. The expanded program was made possible by a grant from Pacific Capital Bancorp, enabling Orfalea College of Business accounting seniors to staff the Santa Maria program in addition to the existing site at Cal Poly.

When: Saturday, Feb. 7

Noon to 12:30 p.m. – Tours of the VITA site. Interview opportunities. Building S.
Lunch and presentations will follow introductory tours in Building G

Where: Allan Hancock College, Community Education Center, Building S.

Directions from the North:

Take the 101 S. to Main Street exit.
Go through the intersection at Main Street onto Bradley Road
Continue straight on Bradley Road to Sierra Madre.
Turn right on Sierra Madre.
Turn right into the college.

Proceed directly ahead to Building S, Community Education.
Parking is free.

Additional Information: http://calpolynews.calpoly.edu/news_releases/2009/January/VITA.html

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