New Ad and Direct Mail Campaign Focusing on Key Communities in Montana and New Hampshire Makes the Case for Child Tax Credit

New $1 million Ad Campaign from the Economic Security Project highlights the powerful testimony of a mother whose life has been improved by the Child Tax Credit

Washington, D.C. - A new $1 million multimedia ad and direct mail campaign from the Economic Security Project (ESP) launches this week in Montana and New Hampshire, after millions of families received their third monthly payment of the Child Tax Credit. ESP will also run similar ads in a growing number of states including Pennsylvania, New Jersey, and California.

The campaign showcases the personal testimony of Christina D., a single mother whose family has been helped by the expanded Child Tax Credit in place for 2021 thanks to the American Rescue Plan. Christina's testimony illustrates why the Child Tax Credit, which, after only two months, has become one of the most effective tools in combating poverty in a generation.

“As a single mom, it's a constant struggle to keep up with rising costs,” said Christina D., who is featured in the ad. “Food and clothes, but also field trips, and violin, and karate. Some months, I only had enough to make ends meet. And now, with the Child Tax Credit checks coming each month, I can get ahead of our bills and save for the future. It's really helping me work and take care of my kids.”

Watch Ad Here

Research continues to show the benefits of the expanded Child Tax Credit for children. The campaign will highlight how the monthly payments are key to eliminating child poverty, which will unlock the American dream for millions of children nationwide.

Economic Security Project aims to combat the stigma families in Montana and New Hampshire face in accessing this much-needed financial assistance, especially communities that tend to be distrustful of programs offered by the federal government. ESP and its partner organizations seek to challenge narratives that might stop people from accessing help that so many American families need to help meet basic needs, like putting food on the table, paying rent, or affording child care, both during the COVID-19 pandemic and beyond.

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The Economic Security Project challenges the current status quo by catalyzing ideas that build economic power for all Americans. We pick our fights based on our analysis of where a little push could turn an idea from a trend into an intervention that improves the lives of Americans. Our work as a convener, funder, and campaigner includes research to provide the intellectual foundation for our ideas, advocacy to move them forward, and culture change efforts to shift the way we imagine and talk about our economy. We currently focus our efforts on advancing a guaranteed income that would provide an income floor for all Americans, winning recurring direct stimulus checks through the end of this economic crisis, and anti-monopoly action to rein in the unprecedented concentration of economic power.