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National Groups Launch Pro-Child Tax Credit Ads in Arizona, Georgia and Montana

The Economic Security Project and Community Change launch three new ad campaigns to raise awareness for and highlight success of Child Tax Credit

Washington, D.C. - Today the Economic Security Project (ESP), in partnership with Community Change, launched three digital ad campaigns in Arizona, Georgia and Montana highlighting the success of the Child Tax Credit and encouraging eligible families to sign-up to receive the monthly benefit. These five-figure digital ad campaigns are part of a $1 million push by these two organizations to raise awareness for the Child Tax Credit as families across the country received their fourth monthly payment on October 15. The multimedia campaign spans California, Georgia, Iowa, Massachusetts, Michigan, New Hampshire, New Jersey, Pennsylvania, Texas, Virginia and Wisconsin.

The campaigns showcase the testimonies of Alice from Decatur, Georgia, Lori from Phoenix, Arizona, and Amber from Montana, three working mothers whose families are being helped by the expanded Child Tax Credit. Their stories illustrate how the Child Tax Credit is quickly becoming one of the most effective tools helping Americans return to the workforce.

Watch the GA Ad Here
Watch the AZ Ad Here
Watch the MT Ad Here

Georgia mother Alice explains how, after being laid off from work at the height of the pandemic, she had to take on multiple jobs to make ends meet.

“I'm a single mom now, raising [my son] Noah,” said Alice. “The job I have now is a customer service call center job that I work from 9 to 5:30. I picked up an extra job or two—you know, a side job, you know, doing whatever I can do to make money.”

She goes on to describe how the Child Tax Credit payments allow her to spend extra time at home to help her son with his schoolwork.

“The Child Tax Credit is going to allow me to spend that other time I was going out trying to get a side job—that's going to help me be able to focus on helping him with his school work. It will be freedom, that's what it's going to be to me.”

Montana mother Amber also explains how the Child Tax Credit helped her afford childcare and school supplies for her two sons in her testimony.

“There were a lot of bills that just started piling up that we didn't expect,” said Amber. “It just so happened that I had an unexpected car expense and the boys needed school clothes. I started making a lot of work appointments but it was hard to find care. I know the childcare struggle. I needed those funds and it's such a sense of relief for me to have that child tax credit go into my bank account almost exactly when I needed it. It's just a peace of mind.”
Alice and Amber’s testimony echoes that of hundreds of thousands of parents across the country who are struggling to keep up with rising housing, food and childcare costs, including Christina, a single mother currently featured in ESP's New Hampshire digital ad campaign, who says, “The reliability of the Child Tax Credit each month means that as a single mom I can work and have childcare that I trust.”

By providing monthly cash payments to the hard working Americans who need them the most, the Child Tax Credit empowers parents to take control of their finances, pay down debt, put food on the table, save money for college, make rent or mortgage payments, and pay for childcare.

The expanded Child Tax Credit is projected to cut child poverty by a staggering 40 percent; it has already significantly reduced hunger in Black and Latinx families. Despite claims that the Child Tax Credit disincentivizes parents from working, recent studies from Columbia University, the Niskanen Center, and Humanity Forward demonstrate how the monthly cash benefits actually promote the value of work by alleviating child care and transportation costs. The Treasury Department also estimates that the overwhelming majority - 97 percent - of families receiving the Child Tax Credit are already working.

This ad campaign by ESP and its partner organizations seeks to encourage more families to sign up for the Child Tax Credit to help meet their basic needs during the COVID-19 pandemic and beyond. For more information on the expanded child tax credit, visit https://ChildTaxCredit.gov.

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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.