

## H&R Block Launches Social Media Record Label to Celebrate Getting a Piece of the 'Billion Back'

March 10, 2014 12:00 PM ET

### 'Billion Back Records' Releases Original Music Videos From Top YouTube Talents

KANSAS CITY, MO -- (Marketwired) -- 03/10/14 -- H&R Block (NYSE: HRB) today announced the launch of the ['Billion Back Records'](#) campaign to help America celebrate getting its "[Billion Back](#)" this tax season -- the billion dollars taxpayers left on the table last year by doing their own taxes. Teaming up with 10 of the most captivating YouTube personalities on the web, H&R Block will release original songs and videos to engage more Americans on social media and build excitement around getting their tax refund.

Hailing from across the country, Billion Back Records' diverse roster of YouTube talent ranges from beloved personalities like [iJustine](#) and [Joey Graceffa](#) to emerging musicians like [Pomplamoose](#) and [Jason Chen](#). Together the 10 artists command a following that has generated more than 300 million views representing genres including Pop, Rock, Indie and Country. The goal is to get the word out about getting a piece of the Billion Back in a fun, entertaining way online.

"Our tax professionals have always been committed to getting taxpayers their biggest possible refund," says Kevin Cobb, senior marketing manager, social media at H&R Block. "By launching Billion Back Records with these cutting-edge artists, we are spreading the word to more people this tax season and inviting them to get their piece of a billion back."

The campaign will debut each artist's original music video across Facebook and its other social channels leading up to tax day on April 15. Fans can get involved via Twitter with [@HRBlock](#) through a variety of fun challenges that channel their inner "rockstar" for the chance to win music-themed prizes, including concert tickets, tricked-out multimedia equipment and a custom guitar.

"I'm so excited to be working with H&R Block on a video celebrating how good it feels to get money back, showing how taxes can actually be fun!" says [Clara Chung](#), who has more than 200,000 subscribers. Her [single](#) is the first to drop as part of Billion Back Records.

For more information about assistance preparing individual income tax returns or ways to rock out with your wallet out, contact a local [H&R Block tax professional](#), visit [www.hrblock.com](http://www.hrblock.com) or call 800-HRBLOCK.

And to get your groove on with Billion Back Records, keep tabs on us (and our artists) below:

[Youtube.com/HRBlock](http://Youtube.com/HRBlock)  
[Facebook.com/HRBlock](http://Facebook.com/HRBlock)  
[Twitter.com/HRBlock](http://Twitter.com/HRBlock)

[Pomplamoose](#)  
[Dia Frampton](#)  
[Julia Sheer](#)  
[Clara Chung](#)  
[iJustine](#)  
[Joey Graceffa](#)  
[Jason Chen](#)  
[Jimmy Wong](#)  
[Meghan Camarena](#)  
[Joe Hertler & The Rainbow Seekers](#)

#### ***About H&R Block***

H&R Block, Inc. (NYSE: HRB) is the world's largest consumer tax services provider. More than 625 million tax returns have been prepared worldwide by and through H&R Block since 1955. In fiscal 2013, H&R Block had annual revenues of \$2.9 billion with 24.8 million tax returns prepared worldwide. Tax return preparation services are provided in over 11,000 [company-owned](#) and [franchise](#) retail tax offices worldwide by professional tax preparers, and through H&R Block digital products. H&R Block Bank provides affordable banking products and services. For more information, visit the [H&R Block Newsroom](#).

***For Further Information***

Gene King

816-854-4287

[Email Contact](#)

Source: H & R Block