

## **H&R Block Celebrates Refund Season With New Advertising Campaign**

January 8, 2015 3:00 PM ET

### **Guarantees Consumers the Maximum Tax Refund Amount**

KANSAS CITY, MO -- (Marketwired) -- 01/08/15 -- H&R Block (NYSE: HRB) has launched its 2015 advertising campaign, "Get Your Billions Back, America," which highlights the tax preparation company's commitment to getting consumers the most money they deserve in tax refunds.

Get Your Billions Back references the more than \$300 billion dollars the IRS delivered in tax refunds last year. The campaign features the brand's bow-tie wearing spokesperson and H&R Block tax preparer, Richard Gartland. This tax season, H&R Block's more than 80,000 tax professionals will help consumers celebrate Refund Season by providing expert tax preparation advice to ensure clients receive the maximum refund possible from the IRS.

"Our tax professionals understand the increasingly complicated tax code, including confusing changes with the Affordable Care Act, and are focused on removing obstacles to ensure our clients get the most money back, guaranteed," said Kathy Collins, chief marketing officer at H&R Block.

The Get Your Billions Back national commercials, created by advertising agency Fallon Worldwide, begin airing Jan. 9 across broadcast, digital and social channels. The campaign includes a nationwide tour of an interactive experience that gives consumers the opportunity to celebrate Refund Season with real prizes, including the chance to win a cash prize of \$2,800 (which is about the average refund amount according to the IRS). Launching at the end of January and continuing through April, the Refund Season road tour is currently scheduled to visit eight cities across the country.

For more information about filing an accurate tax return, contact a local [H&R Block tax professional](#). To find the nearest H&R Block office, visit [www.hrblock.com](http://www.hrblock.com) or call 800-HRBLOCK.

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

H&R Block, Inc. (NYSE: HRB) is the world's largest consumer tax services provider. More than 650 million tax returns have been prepared worldwide by and through H&R Block since 1955. In fiscal 2014, H&R Block had annual revenues over \$3.0 billion with 24.2 million tax returns prepared worldwide. Tax return preparation services are provided in approximately 12,000 company-owned and franchise retail tax offices worldwide by professional tax preparers, and through H&R Block Tax Software products. H&R Block Bank provides affordable financial services products. For more information, visit the H&R Block Newsroom at <http://newsroom.hrblock.com/>.

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Source: H & R Block