



STATE OF CALIFORNIA
CALIFORNIA SENIOR LEGISLATURE

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FOR IMMEDIATE RELEASE

By Richard Dahlgren, Chair, Joint Rules Committee

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CHECKOFF CALIFORNIA CAMPAIGN:

Checkoff California is a collaborative effort of tax check-off funds that are supporting the statewide media campaign with corporate sponsorship from the California Society of Certified Public Accountants (Cal CPA). The campaign is designed to raise awareness of, and contributions to, the state's voluntary check-off program which includes the **California Fund for Senior Citizens (Code 402)** on your State income tax form. Check-off Code 402 and your donation will directly benefit the **California Senior Legislature**.

The annual Checkoff California media campaign, now in its fourth year, reaches out to taxpayers and tax preparers to deliver the message that, regardless of income, everyone can help. Media partners include the Northern California Broadcasters Association, Southern California Broadcasters Association, and the San Diego Radio Broadcasters Association.

The California Society of Certified Public Accountants (CalCPA) has agreed to come on board as Year IV sponsor of the *Checkoff California* media campaign! CalCPA has over 34,000 members, most of whom are in the public accounting field throughout California. With state offices in Redwood City, Glendale and Sacramento and a network of 14 local chapters, CalCPA opens up new promotional opportunities above and beyond our strong, ongoing partnership with the radio broadcasters association.

The *Checkoff California* campaign was created and produced by Healthier Solutions Inc., a social marketing agency based in Santa Monica. Public Health Foundation Enterprises, a 501(c)3 nonprofit corporation headquartered in City of Industry, provides fiscal management services. Please visit www.4csl.org to learn more about the California Senior Legislature. **Senior Senator Joe Cox and Senior Assembly Member Rick Dahlgren** represent Merced County.