

## Sample article for organizations to use to reach customers (264 word count)

*Post the following article on your websites and/or use in other communication vehicles to encourage your customers to take the Tax Design Challenge.*

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### Tax Design Challenge begins April 17; You're invited to imagine the taxpayer experience of the future

Join people from across the country in the first-ever Tax Design Challenge to imagine the taxpayer experience of the future. The IRS and the Challenge co-sponsor, the Mortgage Bankers Association, invite you to submit your design for the Taxpayer Account of the future between April 17 and May 10, 2016.

The goal is to make it easier for a person to manage their tax responsibilities and use their own tax data to make informed and effective decisions about their personal finances. Throughout the competition, participants will have the opportunity to work with over two dozen mentors, including strategists and designers who have built products at Google, the United States Digital Service and more.

Winning designs may receive a share of over \$20,000 in prize money, funded exclusively by the Mortgage Bankers Association. Visit the [Tax Design Challenge](#) Web page to register and get more information, including the eligibility rules and terms and conditions for participating.

Posted April 1, 2016

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#### **NOTE TO EDITOR:**

#### **On Twitter? Send these Tweets:**

- Announcing the first-ever Tax Design Challenge <http://go.usa.gov/cA8jx> @ChallengeGov #TaxDesign
- Public invited to imagine the taxpayer experience of the future <http://go.usa.gov/cA8jx> #Taxdesign
- Help design the tax account of the future. <http://go.usa.gov/cA8jx> #Taxdesign
- 2016 Tax Design Challenge - May 10 is the deadline. #Taxdesign @ChallengeGov <http://go.usa.gov/cA8jx>