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Regional Income Tax Agency launches state-wide digital taxpayer notification initiative

Brecksville, January 14, 2020 — The Regional Income Tax Agency, commonly known as RITA, is beginning a new initiative to notify taxpayers of the upcoming tax filing deadline.

Throughout its history, RITA has typically used direct mail postcards to notify those who live and work in RITA municipalities of the April 15 filing deadline. This year, RITA is launching a digital advertising initiative to specifically reach taxpayers within those 300 plus municipalities, which saves the organization time, saves taxpayers money and helps RITA do its part to save the environment.

“With more people spending time online, the timing was right for us as an organization to adapt and adopt a digital-first mentality when it comes to our communication methods,” Don Smith, RITA Executive Director, said. “And where traditional direct mail allows for just one communication per taxpayer, this digital initiative will allow for multiple touch points with each taxpayer. This is just one of the many ways we’re bringing new efficiencies to the taxpayer through digital solutions,” Smith added.

Additionally, RITA also updated and streamlined its MyAccount platform, which allows taxpayers the ability to electronically file their taxes, update their accounts, send and receive secure messages, make payments and much more all online.

The digital taxpayer notification campaign will begin January 15, 2020.

To learn more about RITA, visit ritaohio.com. For media inquiries, please contact Adrienne Sabo at 330-707-2088 or asabo@prodigalcompany.com.

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