

**For Immediate Release**

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**CalEITC4me WELCOMES ALEJANDRA CAMPOVERDI TO ITS BOARD OF DIRECTORS**

*JOINS MAJOR PUSH TO ENROLL 1.1 MILLION NEW FAMILIES IN CAL EITC*

Los Angeles, CA. Today CalEITC4Me, an innovative state outreach program increasing access to the California Earned Income Tax Credit (EITC) announced the appointment of First 5 California State Commissioner Alejandra Campoverdi as a new member of its Board of Directors. CalEITC4Me is administered by Golden State Opportunity, a non-profit organization focusing on creating economic security for everyone.

Alejandra Campoverdi joins CalEITC4Me at a pivotal time in its mission; its work has resulted in a tripling of the program to include 1.7 million families including minimum wage and self-employed workers. Ms. Campoverdi brings years of experience as advocate for women's health and empowerment, a First 5 California State Commissioner, a former White House aide to President Obama, and a media executive. Prior to running for U.S. Congress in California in early 2017, Alejandra was founding Managing Editor of #EmergingUS at the Los Angeles Times, a digital platform founded by Jose Antonio Vargas that explored the emerging American identity. Alejandra previously served as Senior Advisor for Innovation and Communications Strategy for Univision Network News and the Deputy Director of Hispanic Media in the Obama White House.

"Alejandra has a proven commitment to the vision that everyone who works should be able to afford life's basic needs. I am grateful to welcome her to our leadership team," said Joe Sanberg, founder of CalEITC4Me. "Her breadth of experience in advocacy and media will help us reach a million more new families this year – families who work hard and have earned financial security."

"I'm both honored and excited to lend my support to CalEITC4Me at a significant time of growth of the organization and energized commitment to hard-working Californians," said Alejandra Campoverdi.

In just two years, CalEITC4Me has become the national leader in EITC outreach, using cutting-edge tactics to help working people understand and claim the credit. Since 2016, CalEITC4me has helped nearly 800,000 families in California receive \$2 billion dollars directly into their pockets through the California and Federal EITCs.

For more information: [www.CalEITC4Me.org](http://www.CalEITC4Me.org)