



H&R BLOCK®

Contact:

Name: Michelle Rozenberg

Phone: 973-816-4593

Email: michelle.rozenberg@hrblock.com

H&R Block Launches “Get Your Taxes Won” Campaign Awarding \$1 Million to Tax Filers

Brand to award \$100,000 to ten consumers and partner with actor Jon Hamm to personally deliver prizes

KANSAS CITY, Mo., March 1, 2026 – H&R Block today announced the launch of its “Get Your Taxes Won” campaign, offering ten consumers the chance to win \$100,000 each as part of a \$1 million giveaway. The brand is also working with actor Jon Hamm who will serve as the campaign spokesperson and surprise each winner by personally delivering the prize to their home.

Consumers who file their federal income tax return no later than April 15, 2026, are automatically eligible for the promotion. Ten United States citizens will be randomly selected to receive the award after Tax Day.

“H&R Block is committed to providing consumers with easy tax filing experiences,” said Kathy Collins, H&R Block’s chief marketing and strategy officer. “We know how stressful tax filing can be and our goal is to help our clients have the best financial outcome. We feel the ‘Get Your Taxes Won’ campaign will show consumers how devoted we are to serving them and helping them get the most out of their tax returns.”

Missouri native Jon Hamm is joining H&R Block to entice consumers to file their taxes with the brand. Known for his role as Don Draper in *Mad Men*, Hamm is expected to bring authenticity and excitement to tax season that consumers need.

“Jon Hamm will play a pivotal role in the promotion of our campaign,” said Collins. “He is an industry talent that we are lucky to collaborate with for the next few months. With his large fanbase and charming personality, we know consumers will feel confident in choosing H&R Block and engaged with our campaign throughout tax season.”

Hamm will star in a series of humorous commercials for the brand. He is determined to discuss the importance of tax benefits and early filing.

– MORE –

H&R Block Campaign/2

“I know how challenging tax season can be,” said Hamm. “Before acting, I worked as a high school teacher and had no idea how to file my taxes. I relate to all other Americans who find tax season stressful, overwhelming, and daunting. I used H&R Block to file my taxes for the first time and have never looked back since.”

Filing season is a stressful time for a significant portion of Americans. Nearly half of U.S. adults say that tax season is one of the most stress-inducing financial moments of the year. H&R Block aims to simplify the tax filing process by providing consumers with flexible, user-friendly options to streamline the process.

“We believe that everyone deserves tax help without stress or hassle,” said Collins. “We have prepared more than 800 million tax returns worldwide. We are committed to ensuring that each of our clients gets the money back that they deserve.”

H&R Block’s ‘Get Your Taxes Won’ campaign will launch nationwide during the 2026 tax season. Consumers can expect to see promotional advertisements on television, radio, and social media platforms encouraging them to file early for the chance to win one of the \$100,000 prizes.

About H&R Block:

H&R Block, Inc. (NYSE:HRB) is a global consumer tax services provider. Tax return preparation services are provided by professional tax preparers in approximately 12,000 company-owned and franchise retail tax offices worldwide, and through H&R Block tax software products for the DIY consumer. H&R Block offers adjacent Tax Plus products and services. For more information, visit the H&R Block Newsroom.

#

Fictional press release created for a class assignment