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FOR IMMEDIATE RELEASE

College Stores Urge Students to Take Advantage of Textbook Tax Credit

FEBRUARY 9, 2010 (OBERLIN, OHIO) – With tax return filing season in full swing, [the National Association of College Stores](#) (NACS) is urging students and their families to remember to take full advantage of a **change in the tax code** that makes the cost of textbooks and course materials eligible for a tax credit for the first time.

Textbooks and other course material expenses – as well as tuition and fees incurred in 2009-10 not covered by scholarships or grants – can now be claimed as a tax credit of up to \$2,500 on that year’s tax return under the American Opportunity Tax Credit.

To help students understand the tax credit, NACS has launched an easy-to-navigate informational web site, www.textbookaid.org, which the association developed as part of a partnership with the Internal Revenue Service. For more detailed information about the American Opportunity Tax Credit visit www.irs.gov/recovery.

“NACS and its members work every day to help make textbooks and course materials as affordable as possible, and have long been advocates for the inclusion of course materials in tax credits. That is why NACS created www.textbookaid.org to provide individuals with accurate, easy-to-understand information about how to best take advantage of this beneficial program,” said Rich Hershman, NACS director of government relations.

For more information, contact Charles Schmidt, NACS Director of Public Relations, at (800) 622-7498 ext. 2351 or cschmidt@nacs.org.

About NACS

Headquartered in Oberlin, Ohio, the National Association of College Stores (NACS) is the professional trade association representing the collegiate retailing industry. NACS represents more than 3,100 collegiate retailers that serve America’s college students while supporting the academic missions of higher education institutions everywhere. Additional information on NACS can be found online at www.nacs.org.

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