



FOR IMMEDIATE RELEASE

Friday, August 13, 2010

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**Back-To-School Sales Tax Holiday
a Welcome Relief for Texas Families**

(Austin, Texas) – Texas families will feel some economic relief this August as they shop tax free for clothes and school supplies for their children.

This three-day Sales Tax Holiday event, starting August 20, 2010, will mark the twelfth time Texans have been able to participate in this statewide program.

What began as a tax break on the purchase of clothing has been expanded over the years to include backpacks and a wide variety of school supplies. The full list of items exempt from the sales tax is available on Texas Comptroller Susan Combs' web site at www.window.state.tx.us.

Target Store Team Leaders, Chris Spencer and Chondra Barton, will join State Senator Rodney Ellis (D – Houston) and State Representative Mark Strama (D – Austin) for a press conference in the Room 2E.9, the Senate Press Room, at the Capitol on Tuesday, August 17 at 11:00am to kick-off this event.

Ronnie Volkening, President and CEO of the Texas Retailers Association, said, "We are grateful to Senator Ellis for all of the work he has done to expand and promote the Sales Tax Holiday. We feel that the hardworking families of Texas could use some much needed economic relief right now, and we are hoping that they get that as they make their back-to-school purchases August 20-22."