



Magazine Video LIFE TIME 100 Poll

Business & Money



360 Savings

• Join 7.5 million other Super Savers • Make a small deposit to get started

MEMBER
FDIC

START SAVING
TODAY

TAXES

Tax Day Freebies 2013: April 15 Is for Filing Taxes and Snagging Handouts

Brad Tuttle

1 Comment

A new Pew survey has it that one-third of Americans [actually like doing their taxes](#). Perhaps more surprisingly, the prospect of free cinnabons and free curly fries on Tax Day has nothing to do with it.

Among fans of filing income taxes, the most popular reason cited for not hating the process is the likelihood of getting a refund. Some folks also like doing their taxes because they “just don’t mind or are good at it,” because it gives them a sense of control, or because they enjoy the feeling of doing their duty and paying their fair share.

Marketers have come to like Tax Day for very different reasons—because it gives them yet another opportunity to generate publicity and goodwill among consumers. In recent years, April 15 has become a popular [day for freebies and deals](#) from all sorts of restaurants and retailers. The filing of income taxes is now an annual event that marketers use to get on the good side of consumers with promotional giveaways, alongside [Valentine’s Day](#), [free ice cream cone day](#), and other [random freebie days](#).

This year is no exception. Here are some of the best deals offered in honor of Tax Day 2013:

AMC Theatres: Concessions stands at theaters are giving away free orders of small popcorn from April 12 to 15.

(MORE: [Your 6 Biggest Tax Time What-Ifs – Answered](#))

Arby’s: Use the linked coupon for a free order of curly fries or potato cakes on April 15.

Cinnabon: Two free Cinnabon Bites offered per customer on April 15, while supplies last.

California Tortilla: Give the password (“1040”) for a free order of chips and queso (with any purchase) on April 15.

Great American Cookies: Each customer gets a free Birthday Cake Cookie on April 15.

Office Depot: Make copies of up to 25 pages of your income taxes (in black and white, single-sided) free of charge on April 15.



ANNE RIPPY / GETTY IMAGES

RELATED

[6 Weird New Taxes You Might Have to Pay \(If You’re Not Already\)](#)

[TurboTax Vs. H&R Block: Here’s the Other Class War Sparked by Taxes](#)

[Why We’re So Irrational When It Comes to Tax Refunds](#)

(**MORE:** [The Hidden Cost of Tax Refunds](#))

For more Tax Day deals, check out the lists rounded up by sources such as [dealnews](#), [Kiplinger's](#), and [Savings.com](#).



Brad Tuttle @bradrtuttle

Brad Tuttle covers business and personal finance for TIME. He lives in Massachusetts with his wife and four sons, and also teaches journalism at UMass-Amherst