

Keystone Scholars Social Media Toolkit Copy

#KeystoneScholars is a simple way to help jumpstart higher education savings for every child in Pennsylvania starting the day they are born. www.pa529.com/keystone

Beginning in January 2019 #KeystoneScholars gives a \$100 starter deposit to a PA 529 account to every baby born to or adopted by a Pennsylvania family to help jumpstart higher education savings. www.pa529.com/keystone

Children with education savings are 3x more likely to enroll in a two- or four-year college and four times more likely to graduate. #KeystoneScholars gives families the jumpstart they need to start saving for education expenses now. www.pa529.com/keystone

Since the Great Recession, 95% of jobs have gone to workers with some form of postsecondary education—including technical & certificate programs and 2- & 4-year degrees. #KeystoneScholars puts children on the path to savings for their education needs. www.pa529.com/keystone

Saving early for a child's education can help reduce their student debt burden in the future. #KeystoneScholars jumpstarts that savings with a \$100 starter deposit to a PA 529 account for newborns starting in 2019. www.pa529.com/keystone

#KeystoneScholars is a bipartisan effort to encourage postsecondary education savings early in a child's life without using taxpayer dollars. www.pa529.com/keystone

If parents invest just \$25 a month starting at birth, their child could have \$10,000 saved for higher education expenses by the time they turn 18. #KeystoneScholars gives them their first \$100 to start saving. www.pa529.com/keystone

#KeystoneScholars provides a \$100 starter deposit to a PA 529 account to every baby born to or adopted by a Pennsylvania family without using taxpayer dollars. www.pa529.com/keystone

New parents look at their new baby and see all the potential their child has to do great things, not the price tag of higher education. #KeystoneScholars lets parents know Pennsylvania believes in their child's future just as much. www.pa529.com/keystone