

## CalKIDS Financial Literacy Social Post for Partners (scaled for preview)

**GET AN EXTRA \$50**

for college or career training by linking your CalKIDS and ScholarShare 529 accounts.\*

\*Offer valid for eligible students  
April 17-30, 2023. Terms and conditions apply.

CalKIDS

ScholarShare 529

TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, distributor and underwriter for California's ScholarShare 529.

### POST COPY:

From April 17-30, 2023, when a student or their family registers their CalKIDS account and links it to a new or existing ScholarShare 529 account, they will receive an additional \$50 in their CalKIDS account!

CalKIDS automatically provides eligible low-income public school students with free money for college or career training.

ScholarShare 529 is California's official college savings plan, offering tax benefits on investment earnings and tax-free withdrawals when used for qualified expenses. Together, CalKIDS and ScholarShare 529 can make saving for the future easier than ever. Visit [CalKIDS.org/Link50](https://CalKIDS.org/Link50) to learn more!

### TAG:

@CalKIDSProgram

@ScholarShare529

#CalKIDS

#ScholarShare529

1200X1200