**CalKIDS Robocall & Principal Announcements**

**Financial Literacy Month – April Promo**

**Admaster for Compliance Review: FAD-2734721PR-Y0224X**

3.28.23

**CalKIDS April Promo - Robocall Announcement Script**

*Audience: Primarily parents*

Dear parents,

Exciting news for students! From April 17-30th, 2023, the State of California will deposit an extra $50 in CalKIDS accounts of participants who link their CalKIDS account with a new or existing ScholarShare 529 account.

CalKIDS and ScholarShare 529 can make saving for the future easier than ever. Link both accounts to view your college savings in one place, and don’t miss this opportunity to receive more free money for college!

Visit CalKIDS.org/Link50 to learn more about eligibility and to register. Offer valid April 17-30, 2023, and only applies to eligible students who have not linked a new or existing ScholarShare 529 account.

**Short Legal (if sent via newsletter):**

Offer valid April 17-30, 2023. Terms and conditions apply. CalKIDS participants who have already linked to a ScholarShare 529 account as well as CalKIDS newborn participants, are not eligible for this offer. **To learn more about California's ScholarShare 529, its benefits, investment objectives, risks and costs, read the Plan Description at ScholarShare529.com. TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, underwriter and distributor.**

**CalKIDS April Promo - Principal Announcement Script**

*Audience: Primarily students*

Dear students,

Exciting news! Don’t miss this opportunity to receive more free money for college!

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