

Keystone Scholars establishes a \$100 starter deposit at birth for every baby born to or adopted by a Pennsylvania resident.

Pennsylvania is the largest state in the country to implement this type of innovative child savings account program.



Earned Media Coverage.

Keystone Scholars has received national and regional media coverage since the program opened statewide in 2019. National segments aired on [PBS Newshour](#), [CNBC](#), [Upworthy](#), and [NBC Nightly News](#). Across the state, the Keystone Scholars program has been featured in several TV and print media outlets to include [Kidsburgh](#), [WNEP-TV](#), and the [Allentown Morning Call](#).



Upworthy

PENNSYLVANIA IS INVESTING IN ITS FUTURE BY GIVING EVERY NEWBORN A \$100 TOWARD COLLEGE

The Pennsylvania Treasury is investing \$100 for every baby born or adopted after December 31, 2018 to be used for the child's future higher education expenses.



Kidsburgh

STATE PROGRAM GIVES EACH CHILD BORN IN PA \$100 TOWARDS COLLEGE

The Pennsylvania Treasury is giving each child born or adopted in Pennsylvania \$100 to go toward college or post-secondary education.



NBC Nightly News

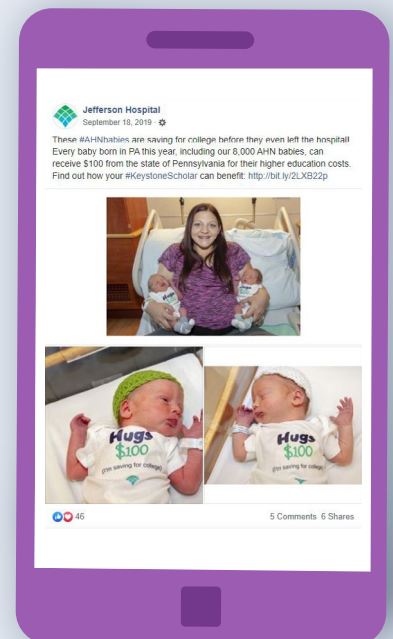
PENNSYLVANIA PROGRAM GIVES NEW PARENTS CASH FOR KIDS' COLLEGE EDUCATION

A state investment through the Keystone Scholars program is helping kids grab hold of a brighter future.

Keystone Scholars Institutional Outreach.

In order to reach the greatest number of eligible families, Treasury connects directly to statewide, regional and local organizations including healthcare systems, daycare and social service organizations, new and expectant parent groups, and state and local government agencies.

There has been significant interest from health systems and other community service organizations to help spread the word on Keystone Scholars including social media posts.



pa529.com/keystone | 800-440-4000

The Keystone Scholars program is administered by Pennsylvania Treasury.