

10,000 Babies Just Reached a Milestone!

There are exciting milestones in a baby's life: first tooth, first word, first steps, and now the [PA Treasury Department](#) has added yet another first to that list—first \$100 towards higher education: [Keystone Scholars](#).

Keystone Scholars provides a \$100 starter deposit to a PA 529 account for every child born or adopted to a Pennsylvania family, after December 31, 2018.

Since Keystone Scholars expanded statewide in 2019, more than 10,000 babies in Pennsylvania have taken their first steps to a bright future. Of those 10,000 families, 20 percent have taken active steps to continue saving for their child's future education, whatever it may be: trade school, community college, or a 4-year university.

Treasury worked with researchers to [study](#) the 2018 Keystone Scholars pilot program, which was limited to six counties. Overall, families residing in pilot counties were twice as likely to open a [PA 529 College and Career Savings account](#) as families in non-pilot counties within the first year of their child's life. The Keystone Scholars pilot program also led to PA 529 ownership across a more diverse group of families, including all racial and ethnic groups, and across varying levels of parental education and income.

[Insert your group's/business name] has been partnering with the PA Treasury to get the word out on this significant program. We encourage you to become a part of the team to help make families aware that their child has a \$100 savings account in their name. Treasury has an arsenal of [resource](#) materials that are available free of charge for your use in your local office to share with families.

New parents can also learn more and register their child for Keystone Scholars [online](#) at pa529.com/keystone.

Tags: [PA Treasury](#), [Keystone Scholars](#), [PA529 College and Career Savings, Resource](#)