

529 ★ DAY

Get \$50

when you choose
the California way
to save for college.



Open a new ScholarShare 529 college savings account between May 24 and May 31, 2022.¹

100% tax-free growth can mean more money for qualified education expenses. Benefits of a ScholarShare 529 account:

- Low cost, less than half the national average²
- Use at any accredited school
- Flexible investment choices

Take advantage of
this great \$50 offer.
Offer valid 5/24/22-5/31/22.

ScholarShare 529 
ScholarShare529.com/529Day
800-544-5248



Attend a free webinar at ScholarShare529.com/529Day:
May 18, 2022 at 11:00a.m. (PT), or May 24, 2022 at 11:00a.m. (PT)

¹When you open a new ScholarShare 529 College Savings Plan account with a \$50 contribution (and sign up for recurring contributions of \$25 or more per month for a minimum of 6 months) between May 24, 2022, at 12:01 a.m. and May 31, 2022, at 8:59 p.m. (PT), ScholarShare 529 will match \$50 on or before January 31, 2023. Visit www.ScholarShare529.com/529Day for terms and conditions. Void where prohibited or restricted by law. Promotion ends 05/31/22. Sponsored by California's ScholarShare 529 College Savings Plan.

²Source: ISS Market Intelligence 529 College Savings Quarterly Fee Analysis 4Q 2021. ScholarShare 529's average annual asset-based fees are 0.26% for all portfolios compared to 0.53% for all 529 plans.

 To learn more about California's ScholarShare 529, its investment objectives, tax benefits, risks, and costs, please see the Plan Description at ScholarShare529.com. Read it carefully. Check with your home state to learn if it offers tax or other benefits such as financial aid, scholarship funds or protection from creditors for investing in its own 529 plan. Consult your legal or tax professional for tax advice. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. If the funds aren't used for qualified higher education expenses, a 10% penalty tax on earnings (as well as federal and state income taxes) may apply. Non-qualified withdrawals may also be subject to an additional 2.5% California tax on earnings. TIAA-CREF Individual & Institutional Services, LLC, Member FINRA, distributor and underwriter for California's ScholarShare 529.
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