



CALIFORNIA STATE TREASURER JOHN CHIANG

NEWS ADVISORY

FOR IMMEDIATE RELEASE

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Treasurer Chiang and Toys “R” Us Launch Gift Cards That Ease Burden on Families Looking to Save for College

Fast, easy, first-in-nation college gift cards available in time for holidays

What: Roll out of availability of new college savings gift cards that make it simple and easy for Californians to put money into *ScholarShare 529 college savings accounts.

When: Tuesday, November 15, 2016
10:00 – 11:30 a.m.

Where: Toys “R” Us / Babies “R” Us
Franciscan Metro Center
2905 Los Feliz Blvd
Los Angeles, CA 90039

Who:

- John Chiang, California State Treasurer and Chair, ScholarShare Investment Board
- Brian Bradfield, Regional Director, Toys “R” Us
- Julio Martinez, Executive Director, ScholarShare Investment Board
- Wayne Weber, CEO & Founder, Gift of College Inc.
- Diploma Dog, ScholarShare Mascot
- Geoffrey the Giraffe, Toys “R” Us Mascot
- ScholarShare account owners

Established in 1999, **ScholarShare is California’s state-sponsored 529 plan. It is ranked as one of the top-rated 529 college savings plans in the country by [Morningstar](#), an independent investment research firm, and currently holds nearly \$6.9 billion in assets in more than 278,000 accounts.*

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