



# KY Saves 529 and KDLA

Summer Reading  
Campaign 2022



# Summer Reading Program



**Start Date:** May 16, 2022

**End Date:** August 12, 2022

**Campaign:** Partnering with the Kentucky Department for Libraries and Archives to encourage kids to sign up for the summer reading program at their local public library. Four kids have the opportunity to win a \$529 contribution into a KY Saves 529 account. The winners' library will win \$500 too.

Winners will be selected by KY Saves Marketing and will notified by KHEAA staff. Libraries will be notified by Nikole and Amy with KDLA. A winner will be selected from each of the regions; Central, East, North, and West.





# Summer Reading Program



**EXPLORE OCEANS OF POSSIBILITIES**  
INSIDE EVERY BOOK

Participate in your public library's summer reading program for a chance to win a \$529 college savings account. Each winner's public library wins \$500, too.

 KY Saves 529  
Enter at [kysaves.com/oceans](http://kysaves.com/oceans)

*Flyer that will be provided to KDLA to share with libraries and schools. \*\*Placeholder\*\**





# Summer Reading Program



Social posts and images will be provided to KHEAA to utilize on their social platforms.

Example of the social posts:

## Facebook

Sign up for the summer reading program at your local public library for your chance at a \$529 college savings account. Your public library can win \$500, too! [kysaves.com/oceans](http://kysaves.com/oceans) to enter.

## Instagram

**Kheaaoutreach** Summer's back, and so is the KY Saves 529 summer reading contest! This year's theme, Ocean of Possibilities, is all about nature. Enter online or at your local public library branch. Go wild and win! #kysaves #summerreads #oceanofpossibilities #kygoestocollege



## Twitter

Tell your kids to grab a book and fall into an ocean of possibilities! You could win a \$529 college savings account. Sign up at [kysaves.com/oceans](http://kysaves.com/oceans)

