



# There's magic in that hat.®

Get an extra **\$25** toward your college savings when you open a Utah Educational Savings Plan 529 account.

Utah residents who open a qualifying account with the Utah Educational Savings Plan (UESP) are eligible to receive a \$25 matching contribution, compliments of Zions Bank. To qualify for the match, the account owner and beneficiary must both be new to UESP and Utah residents. Complete the following steps to enjoy an extra \$25 toward your college savings:

1. **Open** a new UESP account from November 29 through December 23, 2013. Visit [uesp.org](http://uesp.org) to open an account online or download, complete, and submit an Account Agreement.
2. **Enter** promotion code **2013HOL** in the appropriate field during the setup process.
3. **Contribute** at least \$25 to the new UESP account. If the account is eligible, Zions Bank will match this amount and you will see it on your next account statement.

Please consult your tax adviser about the tax implications of participating in this promotion. To contact UESP about opening an account, to request forms, or to ask other program-related questions, send an e-mail to [info@uesp.org](mailto:info@uesp.org) or call toll-free at 800.418.2551.



**Utah Educational  
Savings Plan®**

**800.418.2551 | [uesp.org/magic](http://uesp.org/magic)**



*Read the Program Description for more information and consider all investment objectives, risks, charges, and expenses before investing. Call 800.418.2551 for a copy of the Program Description or visit [uesp.org](http://uesp.org). Investments in UESP are not guaranteed by UESP, the Utah State Board of Regents, the Utah Higher Education Assistance Authority, or any other state or federal agency. However, Federal Deposit Insurance Corporation (FDIC) insurance is provided for the FDIC-insured savings account. Please read the Program Description to learn about the FDIC-insured savings account. Your investment could lose value. Non-Utah taxpayers and residents: You should determine whether the state in which you or your beneficiary pay taxes or live offers a 529 plan that provides state tax or other benefits not otherwise available to you by investing in UESP. You should consider such state tax treatment and benefits, if any, before investing in UESP.*