

It is not "too good to be true" !!! The state's guidelines are contained on a few brief pages, and the application form is quite short. Go to: <http://www.newpa.com/programDetail.aspx?id=62>.

Governments create "Enterprise Zones" to spur economic activity in specific depressed geographic areas. Pennsylvania government has also created the Education Improvement Tax Credit (EITC) program to spur the development of children who need an educational stimulus. Without economic help, some students will not reach their potential for their street address has them assigned to a school that does not meet their needs. We all know that low school achievement hurts society, present and future.

Insurance companies serving Pennsylvania can participate in this tax credit program – and it costs them very little, just a bit of initiative, time, and maybe a few bucks! Pennsylvania will issue a generous tax credit (averaging 90%) if they would take an interest in the students, to help them succeed.

Insurance agents are important to the success of this program. Many companies have their offices in another state. They may not know that Pennsylvania has this innovative program. They may not sense the opportunities to highlight community involvement. Agents work to write/generate business, and both the agents and the companies benefit as communities see them engaged in good will efforts through the EITC scholarship program.

KCEA offers an effective means of assisting worthy students in your community – and is already assisting students in 49 counties. We encourage YOU as an agent to gain involvement by the company(ies) for which you write.

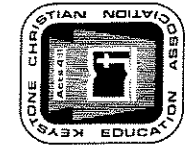
### **Insurance Agent:**

You represent one or more companies.

Which would YOU rather those insurance companies do?

- Pay the PA Insurance Premiums Tax?
- or*
- Use the same money to provide scholarships for students (while YOU and the company[ies] get some GOOD PR for supporting a worthy cause in your communities)?

*over*



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