

# You Are Cordially Invited

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<First Last>

You are cordially invited  
to an important dinner at



FULL NAME  
VARIABLE ADDRESS  
VARIABLE CITY, ST, ZIPCODE  
BARCODE

Dear <Firstname>,

You and a guest are cordially invited to join me, Bob Smith, for a FREE DINNER at the Olive Garden for a small roundtable discussion about College Planning. There will be good food and even better conversation about saving money for your child's college education.

## Strategies to Fund for Your Child's College Education

The cost of college has sky rocketed in the last 20 Years. Preparing a proper college fund strategy means having a solid plan of investment options, knowing what government programs are out there, and which tax laws can help you. The steps you take today will better prepare you financially when your child is ready for college.

**Unless you have a pile of cash lying around or a child with a full scholarship, you must attend this educational roundtable discussion.**

Topics we will be discussing include, but are not limited to:

- **How to organize your assets for maximum returns**
- **Optimize your child's chances of obtaining financial aid**
- **Find out who will be hold your child's college funding**
- **Knowing current tax laws and government programs to fund an education**
- **Learn your way around education IRAs and Section 529 plans**
- **Selecting a suitable 529 plan to reach your goals**

Bob Smith is a financial advisor with Prudential. He will be discussing strategies that should be integrated into any estate or retirement planning program. Learn how to ensure the logical move of assets to your heirs – with the smallest amount payment of taxes, minimum delay and without public disclosure of wealth normally associated with probate.

This is an educational discussion only. There will be no sale of products at this discussion. Seating is limited to four (4) couples per night.

**FOR RESERVATIONS, CALL (555) 123-4567**

Thursday  
January 13, 2010  
6:30 PM  
Olive Garden  
1234 Dale Mabry Blvd  
Tampa, FL 12345

Thursday  
January 8, 2010  
4:30 PM  
Olive Garden  
1234 Dale Mabry Blvd  
Tampa, FL 12345

Wednesday  
January 7, 2010  
6:30 PM  
Olive Garden  
1234 Dale Mabry Blvd  
Tampa, FL 12345

Tuesday  
January 6, 2010  
4:30 PM  
Olive Garden  
1234 Dale Mabry Blvd  
Tampa, FL 12345

