



FOR IMMEDIATE RELEASE

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MEDIA ADVISORY

IDEal Joins Governor Little for Proclamation Declaring April as Financial Literacy Month

WHAT: IDEal, Idaho's 529 College Savings Program, will join Governor Brad Little and the Idaho Financial Literacy Coalition to designate April 2022 as Financial Literacy Month through a proclamation.

The proclamation is signed on an annual basis to cement the celebration of Financial Literacy Month each April. IDEal encourages Idaho families to practice financial literacy by promoting saving early for post-secondary education with an IDEal - Idaho 529 College Savings account.

IDEal Executive Director Christine Stoll and Board members will present awards to the winners of the Idaho Financial Literacy Coalition's Piggy Bank Beauty Contest during the event. The contest is held every year and challenges students to create and/or decorate their own piggy bank. Participants are students in 3rd to 6th grade. The 2022 winners will receive a \$150 contribution to kickstart or build on their IDEal 529 account. Winners will meet Governor Brad Little, State Treasurer Ellsworth and other dignitaries during the ceremony and can explore the statehouse.

WHERE: The ceremony will be held in Governor Little's Ceremonial Office inside the Idaho State Capitol. The event is scheduled for April 5, 2022 from 10:00 – 10:30 AM MST.

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About IDEal – Idaho College Savings Program

IDEal is ranked in the top 25 529s in the country by Morningstar Inc. IDEal is administered by the State College Savings Program Board. Ascensus Broker Dealer Services, LLC serves as Program Manager. The State College Savings Program Board consists of the following state constitutional officers:

- State Treasurer Julie Ellsworth, Board Chair
- Governor Brad Little
- State Controller Brandon Woolf
- Attorney General Lawrence Wasden
- Superintendent of Public Instruction Sherri Ybarra
- Secretary of State Lawrence Denney

For more information about IDEal, contact Christine Stoll at 208-332-2935, cstoll@idsaves.idaho.gov or visit www.idsaves.org.

For more information about the Idaho College Savings Program ("IDEal"), call 866-433-2533 or visit www.idsaves.org to obtain a Disclosure Statement. The Disclosure Statement discusses investment objectives, risks, charges, expenses, and other important information. Because investing in IDEal is an important decision for you and your family, you should read and consider the Disclosure Statement carefully before investing.

Before you invest, consider whether you're or the beneficiary's home state offers any state tax or other state benefits such as financial aid, scholarship funds and protection from creditors that are only available for investments in the that state's qualified tuition program.

IDEal is administered by the State College Savings Program Board ("Board"). Ascensus Broker Dealer Services, LLC , the program manager, and its affiliates, have overall responsibility for the day-to-day operations, including investment advisory, recordkeeping and administrative services, and marketing. The Vanguard Group, Inc. ("Vanguard") serves as Investment Manager for IDEal. Sallie Mae Bank serves as the Savings Portfolio Manager for IDEal. IDEal's Portfolios invest in either: (i) mutual funds and a separate account offered or managed by Vanguard; or (ii) an FDIC-insured omnibus savings account held in trust by the Board at Sallie Mae Bank. Except for the Savings Portfolio, investments in IDEal are not insured by the FDIC. Units of the Portfolios are municipal securities and the value of units will vary with market conditions.

Investment returns will vary depending upon the performance of the Portfolios you choose. Except to the extent of FDIC insurance available for the Savings Portfolio, you could lose all or a portion of your money by investing in IDEal, depending on market conditions. Account Owners assume all investment risks as well as responsibility for any federal and state tax consequences.

Not FDIC-Insured (except for the Savings Portfolio).

No Bank, State or Federal Guarantee.

May Lose Value.