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Idaho's 529 College Savings Plan Takes to Social Media/Video to Award Money

(BOISE)—September is College Savings Month, and IDeal, Idaho's state-run 529 College Savings Plan, has launched a social-media-driven video contest, which will run through the month. By submitting a video that answers the question, "How will college help you achieve your Big Dream?" entrants will have the opportunity to win one of three \$529 awards toward a college savings account.

To enter, participants need to create and upload a 30-to 60-second original video (via the contest link at www.idsaves.org) explaining their big plans for the future, and how post-secondary education can help make them a reality. After entering, contestants can share their videos via various social media platforms to drive friends and family to vote for the video and help them win a \$529 contribution to a college savings account. The three entrants with the most votes by 11:59 p.m. on October 6th will win a prize.

Entrants must be 18 years of age or older and be Idaho residents. Kids may "star" in the video; however, parents and guardians over 18 must enter on behalf of children under the age of 18. One \$529 prize will be awarded to the entrant receiving the most votes in each of the following age categories:

- Kindergarten-6th grade
- 7th grade-12th grade
- Adults (on behalf of themselves or the children in their lives, including grandchildren, nieces and nephews)

In addition, IDeal will award a fourth prize of \$529 to a K-12 Idaho public school chosen by the entrant with the most votes, in an effort to encourage participation by Idaho's public schools.

The contest is part of College Savings Month, a national campaign to encourage families to use college savings accounts, such as IDeal, to facilitate paying for post-secondary education. IDeal is working in concert with other state entities to help achieve the Idaho State Board of Education's goal of seeing 60% of Idahoans aged 25 to 34 possessing a post-secondary degree by the year 2020.

"In talking with Idaho students and families, we've learned that one of the biggest barriers to going on to post-secondary education is finding the money to pay for it," said Christine Stoll, Executive Director of IDeal. "Many families overlook the power of incremental savings and interest compounding over time. We hope that the video contest will spur more Idaho families to open IDeal accounts and make their 'Big Dreams' a reality!"

An IDeal 529 account is an investment plan that can be opened for anyone to save for their higher education in a tax-advantaged way. Idaho taxpayers who contribute to any IDeal account can take a state tax deduction,¹ and money can be withdrawn from an IDeal account tax free, if used on qualified expenses at any accredited post-secondary institution nationwide.² Christine Stoll notes that the flexible

tax advantages provide motivation for grandparents, aunts and uncles, and friends of the account beneficiary to make contributions to the account.

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¹ Contributions to the IDeal - Idaho College Savings Program are deductible from Idaho state income tax, subject to recapture in certain circumstances, such as a non-qualified withdrawal or a rollover to another state's qualified tuition program in the year of the rollover and the prior tax year.

² Earnings on non-qualified withdrawals are subject to federal income tax and may be subject to a 10% federal penalty tax, as well as state and local income taxes. The availability of tax or other benefits may be contingent on meeting other requirements.

About IDeal – Idaho College Savings Program

IDEal is located within State Treasurer Ron Crane's office and is administered by the Idaho College Savings Program Board. Ascensus Broker Dealer Services, Inc. serves as Program Manager.

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. Ascensus Broker Dealer Services, Inc. (ABD) is Distributor of IDEal.

If you are not an Idaho taxpayer, consider before investing whether your or the beneficiary's home state offers any state tax or other benefits that are only available for investments in such state's qualified tuition program.

IDEal is administered by the Idaho College Savings Program Board (Board). ABD, the program manager, and its affiliates, have overall responsibility for the day-to-day operations, including investment advisory and recordkeeping and administrative services. 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 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.