



FOR IMMEDIATE RELEASE: September 12, 2019
CONTACT: Nicole Bare | nicoleb@strategies360.com | 208-716-0382

PHOTOS:

<https://drive.google.com/drive/folders/1HupxAgdFpBQXufqLGriG4OvrCrl5Y6Kn?usp=sharing>

Governor Little Proclaims September College Savings Month; Local Children Meet Daniel Tiger, Star of Popular Children's Series

Daniel Tiger, the star of the wildly popular, award-winning children's television series, *Daniel Tiger's Neighborhood*, is visiting Idaho to appear at a series of public events intended to encourage families to start talking about and planning for higher education early on.

The show is the first TV series inspired by the iconic, award-winning *Mister Rogers' Neighborhood* and airs on Idaho Public Television.

The festivities kicked off today at the Idaho Statehouse, where Governor Brad Little declared September to be College Savings Month followed by introducing Daniel Tiger to dozens of eager Idaho children and their parents. Families then participated in family-friendly activities including giant coloring murals, plinko games, tours of the historic vault within the Treasurer's office and opportunities to meet Daniel Tiger and take pictures.

"It's never too early or too late to start saving through the State of Idaho's 529 College Savings Program, so that you can offer your most precious gift -- your child or grandchild -- the gift of college savings," Governor Brad Little said. "Hosting Daniel Tiger at the Capitol is a great way to bring families here and remind them of the importance of thinking ahead on college savings."

"Every child deserves to dream big—and every big dream needs a plan," said Christine Stoll, Executive Director of IDeal, the State of Idaho's 529 College Savings Program. "We hope that the Governor's message, and Daniel's visit, inspire families to start talking with their kids from an early age about what their big dreams are and how higher education can help them bring those dreams to life."

The trip is being hosted by Idaho Public Television, IDeal—Idaho 529 College Savings Program, and Albertsons.

IDeal is administered by the Idaho 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- Idaho College Savings Program Board:

State Treasurer Julie Ellsworth, Board Chair

Governor Brad Little (Greg Wilson, designee)

State Controller Brandon Woolf (Patrick Hodges, designee)

Attorney General Lawrence Wasden (Brian Kane, designee)

Superintendent of Public Instruction Sherri Ybarra (Tim Hill, designee)

Secretary of State Lawrence Denney (Chad Houck, designee)