



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, is partnering with the Idaho Financial Literacy Coalition and Gov. Brad Little for a proclamation that designates April 2021 as Financial Literacy Month.

The proclamation will formalize the traditional celebration of Financial Literacy Month each April. Financial literacy is a cornerstone for the IDEal Program and its commitment to encouraging Idahoans to start saving early for post-secondary education with an IDEal - Idaho 529 College Savings account.

IDEal Executive Director Christine Stoll will award prizes to the winners of the Idaho Financial Literacy Coalition's Piggy Bank Beauty Contest. Held annually, the contest challenges students in 3rd through 6th grades to create and/or decorate their own piggy bank. The 2021 winners will receive a \$75 contribution to kickstart or add to their own IDEal 529 account. Winners will also have the opportunity to explore the statehouse and meet Gov. Little.

WHERE: The ceremony will be held in the Lincoln Auditorium inside the Idaho State Capitol. The event is scheduled for April 8, 2021, from 10:00 – 10:30 AM MST.

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About IDEal – Idaho College Savings Program

IDEal is administered by the Idaho College Savings Program Board. Ascensus Broker Dealer Services, LLC serves as Program Manager. The Idaho College Savings Board consists of the following members:

- 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 (Louie Konkol, designee)
- Secretary of State Lawrence Denney (Chad Houck, designee)

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.

Please Note: Before you invest, consider whether your 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 that state's qualified tuition program. You should also consult your financial, tax, or other advisor to learn more about how state-based benefits (or any limitations) would apply to your specific circumstances. You also may wish to contact directly your home state's 529 college savings plan(s), or any other 529 plan, to learn more about those plans' features, benefits, and limitations. Keep in mind that state-based benefits should be one of many appropriately weighted factors to be considered when making an investment decision.

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'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.