



FOR IMMEDIATE RELEASE

FOR IMMEDIATE RELEASE: Monday, June 15, 2020

CONTACT: Todd Dvorak | Todd@strategies360.com | 208.340.6265

IDEal – Idaho’s 529 College Savings Program Announces Winners of “Draw Your Dream” Sweepstakes



COEUR D’ALENE – At this point in their young lives, the future career goals of the Chamberlin sisters are in almost perfect alignment. Lillian, an 8-year-old who loves science and animals, is imagining a future as a professional horse rider who relies on her social media following to earn an income. Five-year-old Maisie is fixed on a career riding ponies, a natural transition from her earlier love of unicorns.

Like dozens of kids from across the state, the Chamberlin sisters of Coeur d’Alene participated in the “Draw Your Dreams” sweepstakes sponsored by IDEal, Idaho’s state-sponsored 529 College Savings Program.

The challenge posed to young dreamers and artists? Using crayons, watercolors, colored pencils, magic markers, put on paper what they hope the future holds in store for their dream job or profession. Each week in April, IDEal drew one winner of a \$50 contribution toward a 529 college savings account. At the end, a Grand Prize winner received a \$100 contribution.

Lillian, using a full color spectrum of magic markers, put herself in the saddle of a big brown horse galloping across a green field. Meanwhile, Maisie wears a big smile as she sits atop a black pony trotting along under a clear blue sky.

“I really like horses and ponies, so I want to be a rider, but not a cowgirl,” said Lillian, acknowledging her career may also be helped by studying to become a veterinarian. “I would also like to be a YouTuber, so maybe a horse-riding YouTuber. I know a YouTuber that has horses, and I’m a fan.”

Christine Stoll, Executive Director of IDeal, said the idea for the “Draw Your Dream” sweepstakes developed as a response to the COVID-19 pandemic. The goal, she said, was to give children and parents a meaningful activity to help keep a positive focus on the future and higher education plans.

“Encouraging students and families to dream big for their futures is a leading value for our IDeal 529 program,” Stoll said. “As we thought about ways to keep Idaho parents and families engaged during the last two months, we had several families who indicated the art project would be a welcome distraction and a mechanism for parents to continue the discussion with children about future goals, dreams and plans for achieving them.”

Stoll also said the contest was inspiring because it provided a glimpse into the imaginations and creativity of Idaho’s young people.

Drawings by the Chamberlin sisters and other contestants can be viewed online at <https://www.idsaves.org/home/drawyourdreamsweepstakes.html>

Parent Rachel Chamberlin said she and her husband opened 529 college savings accounts for their daughters in 2018. Separate accounts for both girls were opened by grandparents as well.

Idahoans who contribute to an IDeal account qualify for a state tax deduction of up to \$6,000, or \$12,000 if married and filing jointly. In addition, unlike most traditional investments, an IDeal account can grow state and federal tax-deferred.

Recent federal rule changes now allow for the earnings portion of a distribution from a 529 account to be used, without being subject to federal income tax, for apprenticeship programs as well. This includes fees, books, supplies and equipment required of a program certified by the U.S. Department of Labor.

“What we have shared with the girls is to just find something they enjoy, find a problem and find a job that is the solution to that problem,” said Rachel, who learned about the “Draw Your Dream” contest through social media. “Find something that you love and will want to work at for a long time, and that can involve college or technical school.”

###

**Individuals have not received compensation for their testimonial. Testimonials may not be representative of the experience of other customers and are no guarantee of future performance or success.

About IDEal – Idaho College Savings Program

IDEal's office is located within the State Treasurer's office. 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 (Tim Hill, designee)
- Secretary of State Lawrence Denney (Chad Houck, designee)

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

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.