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FOR IMMEDIATE RELEASE

Idaho's 529 College Savings Plan Offers \$529 Scholarships as part of 529 Day Celebration Brand New Videos Features Idaho Account Holders and Ad Campaign Launched

(BOISE) – IDeal, Idaho's 529 College Savings Plan, is actively reaching out to Idaho families this month, encouraging them to open a college savings account for family members who have future higher education plans. The push comes in the lead-up to 529 College Savings Day® (taking place on May 29—5/29), a national effort to encourage college savings as a means of facilitating the pursuit of post-secondary education.

“Our hope is that the 529 Day promotion and giveaway will spur more Idahoans to take that critical first step in creating a college savings account and take advantage of the tax benefits at the same time,” said Christine Stoll, the Executive Director of IDeal. “We want people to understand the ease of opening an account and the potential of that money growing over time, as well as the important message that setting up a 529 account sends to kids. Setting aside money early for college establishes the expectation of going on after high school for both parents and children.”

To celebrate, IDeal is giving away more than \$5,000 in scholarships. Participants can enter to win one of ten \$529 scholarships by visiting www.idsaves.org/giveaway before 3:00 p.m. MDT on May 28th. Furthermore, IDeal has a newly released video featuring Idaho account holders explaining the basics and benefits of an IDeal 529 account, which can be viewed [here](#). An accompanying ad campaign is also launching this week with several short, 30-second spots that use humor to drive home the importance of planning for college. Those spots can be found [here](#).

The new feature video explains that by the year 2030, the cost of a four-year, in-state tuition at Idaho's public universities will likely exceed \$125,000, while out-of-state tuitions will rise to nearly \$400,000—projections that signal that it's more important than ever to start saving for college. Stoll notes that those sobering numbers aren't meant to discourage people, but rather prompt them to start planning ahead and using the 529 vehicle to make paying for college less daunting.

A 529 account is an investment plan that can be opened for anyone by any family member, and anyone can contribute to the 529 plan. Idaho taxpayers who contribute to an IDeal account can take a state tax deduction*, and money can be withdrawn from an IDeal account tax free, if used on qualified expenses at any accredited post-secondary institution nationwide. 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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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, contact Christine Stoll at 208-332-2935, cstoll@idsaves.idaho.gov, or visit www.idsaves.org/giveaway.



529 College Savings Day is a Registered Mark of Ascensus Broker Dealer Services, Inc.

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.

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