



FOR IMMEDIATE RELEASE

IDeal—Idaho's 529 College Savings Plan Launches Online Scholarship Giveaway

(IDAHO)— On the heels of an announcement that they will be teaming up with the College of Western Idaho to let students receive matching funds from their college savings accounts, IDeal, Idaho's 529 College Savings Plan, is launching their own scholarship giveaway this month. The push comes in the lead-up to 529 Day (taking place on May 29—5/29), a national effort to encourage college savings as a means of enabling post-secondary education.

To celebrate, IDeal is giving away thousands of dollars in scholarships, including a \$529 contribution into an IDeal college savings account that Idahoans can enter to win by visiting <https://www.idsaves.org/content/529day2015.html> before 5:00 p.m. MDT on May 27th. Other scholarships will be awarded to babies born on 529 Day at hospitals across Idaho.

"We really hope that our 529 Day promotion and giveaway will spur more Idahoans to take that critical first step in creating a college savings account and taking advantage of the tax benefits of doing so," said Christine Stoll, the Executive Director of IDeal. "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. Many families overlook the power of incremental savings and compounding over time. We hope that the contest will spur more Idaho families to open IDeal accounts and send a message to their children that college is an attainable goal."

Entrants in the online giveaway must be 18 years of age or older; however, parents and guardians over 18 may enter on behalf of children under the age of 18.

IDeal is Idaho's state-sponsored 529 college savings program. 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 Idaho taxpayers who contribute to any IDeal account can take a state tax deduction,¹ and money can be withdrawn from an IDeal account tax free, if used on qualified expenses at any accredited post-secondary institution nationwide.² Stoll notes that the flexible tax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.