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Baby Bump: New Parents at Two Eastern Idaho Hospitals Get College Savings Boost during IDEal Scholarship Blitz

(IDAHO FALLS, REXBURG) – On Friday, new parents at Eastern Idaho Regional Medical Center and Madison Memorial Hospital got a surprise bonus with their newborns: \$529 in IDEal— Idaho 529 College Savings Program accounts. The families were chosen to receive the scholarship because their children were the first babies born at the hospitals on 529 College Savings Day (5/29), a national effort to encourage college savings. The families at EIRMC and Madison Memorial were two of eleven Idaho families in hospitals across the state to receive the \$529 in IDEal accounts, as part of a statewide and national 529 Day Campaign (5/29) to encourage saving for college. IDEal also awarded \$529 to an online sweepstakes winner.

- Amberlyn Rich Born at Madison Memorial
 - Parents are Kylee and Thomas Rich
- McKinley, born at 1:09 p.m. at EIRMC
 - Mother is Allison (last name not released)

“The birth of a child is a special time for families—it’s the beginning of a journey and it’s a time when families begin to lay the groundwork for a bright future,” said Christine Stoll, IDEal Executive Director. “College may seem a long way off right now, but setting aside money early establishes the expectation of going on after high school, and it lets families start to chip away at what will be one of the most important investments they ever make.”

Hospital representatives delivered the news to the families this morning. “Helping more Eastern Idaho families save for college is just another way we work to contribute to community health. Numerous studies show that higher education is strongly correlated with better health and happier families,” noted Jo Ann Cummings, Community & Patient Relations Coordinator at EIRMC.

“By encouraging families to set a college-going culture in their homes from the day their children are born, we can help families get off on the right foot and headed toward a healthy future,” said Doug McBride, Director of Public Relations & Marketing at Madison Memorial.

An IDEal 529 account is an investment plan that can be opened for anyone by any family member, friend, or loved one, and anyone can contribute to the 529 plan. Unlike a traditional savings account, money invested in an IDEal account has the potential to grow and compound. 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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