



FOR IMMEDIATE RELEASE : June 2, 2015

Contact: Nicole Kinney

208-716-0382

nicolek@strategies360.com

Photos : <https://www.dropbox.com/sh/vmsb1I09znqiyI6/AABKxT9i7elqe5QjNtpykFna?dl=0>

Baby Bump: New Parents at St. Luke's Magic Valley Get College Savings Boost during IDeal Scholarship Blitz

(TWIN FALLS) – On Friday, new parents at St. Luke's Magic Valley Medical Center got a surprise bonus with their newborn: \$529 in an IDeal—Idaho 529 College Savings Program account. Leah and Chad Allen were chosen to receive the scholarship because their new daughter, Olivia Mae Allen, was the first baby born at the hospital after 529 College Savings Day (5/29), a national effort to encourage college savings as a means of facilitating the pursuit of post-secondary education. St. Luke's and IDeal awarded scholarships to seven lucky St. Luke's families, and IDeal awarded additional scholarships to five other lucky families across the state, including one online sweepstakes winner, Amber Francis, of Kimberly. 529 is the IRS Tax Code for college savings plans.

“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

St. Luke's representatives delivered a giant check to the Allen family on Monday morning, (though the money will be awarded through an IDeal account in the child's name). “Helping more Magic Valley area families save for college is just another way we work to contribute to community health. Numerous studies show that a good education is strongly correlated with better health and happier families,” noted Chris Roth, St. Luke's senior vice president and chief operating officer.

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 Idaho taxpayers who contribute to an IDeal account can take a state tax deduction*, and money can be withdrawn from an IDeal account tax free, if used on qualified expenses at any accredited post-secondary institution nationwide.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.

Awards have yet to be made at St. Luke's Jerome, St. Luke's Wood River, St. Luke's McCall, and St. Luke's Mountain Home.

###

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.

Not FDIC-Insured (except for the Savings Portfolio). No Bank, State or Federal Guarantee. May Lose Value.