



FOR IMMEDIATE RELEASE

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Governor Otter Visits University of Idaho, Touts Idaho's College Savings Program

(MOSCOW)—Two days after Governor C.L. “Butch” Otter proclaimed September “College Savings Month,” the Governor, First Lady Lori Otter, and Treasurer Ron Crane visited the University of Idaho campus in honor of Idaho College Savings Month. They were joined by newly-inaugurated University of Idaho President Chuck Staben and Kim Davenport, one of hundreds of University of Idaho students currently using funds from IDeal – Idaho College Savings Program, to help pay for college. IDeal is Idaho’s state-sponsored 529 program, which offers families a tax-advantaged way to save for college.

The Governor gave a press conference in which he discussed the state’s efforts to offer affordable college and career education, and the importance of preparing early for the costs of post-secondary education. “Going on to a post-secondary education can be tough under the best of circumstances. But when you’re not financially prepared, it can seem nearly impossible,” stated Governor Otter. “The good news is that we’re working to ensure Idaho students have more affordable options for college or other educational paths after high school. The even better news is that IDeal is a great way to help students and parents start early on the path to preparing for a brighter and better future. Just take the first step!”

IDeal is working in concert with Idaho’s State Department of Education and the State Board of Education to help raise the state’s college-going rates. A recent Pew study revealed that millennials with a post-secondary degree earn, on average, \$17,500 more annually than their peers with only a high school diploma.

“College is so important to young people entering today’s workforce, given that a college graduate will earn approximately \$1 million dollars more in his or her lifetime than a student who only finishes high school,” said Ron Crane, Idaho State Treasurer. “Of course, the key is to begin saving now so that college or professional-technical training is attainable and affordable.”

According to a Washington University at St. Louis study, students with a college savings account are seven times more likely to attend college. Nationally, the value of college savings accounts has doubled since the Recession, according to a report by the College Savings Plan Network.

“It is part of our statewide mission to provide students with ready access to a superb educational experience. But the costs of a college education are real, and for some families, covering those costs may be a formidable challenge,” said Chuck Staben, President of the University of Idaho. “There are options available to those preparing to pay for higher education. In addition to state and federal financial aid and \$25 million in scholarship funds the UI distributes every year, IDeal’s 529 college savings accounts provide a mechanism for families to begin preparing early to pay for college. This is a great program - one we believe in – and one that can make the dream of a college education a reality.”

Kim Davenport, a UI junior who is using IDeal funds to help finance her college education, noted that her IDeal 529 college savings account has offered her the means to attain a college degree with minimal student loan debt, a

freedom that many of her peers do not enjoy. “I am extremely grateful for this program because it has helped me attend the University of Idaho and has allowed me to have the freedom to explore opportunities like studying abroad without the burden of significant student loan debt.”

In October, IDeal will give away three \$529 prizes to help families kick-start their college savings. To enter to win, families can submit a short video about their “Big Dreams.” The deadline to enter is October 6. For more information, visit idsaves.org.

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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, 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.