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May 18, 2020



**COLLEGE SAVINGS
PLANS NETWORK**

A Network of the National Association of State Treasurers

States Around the Country Are Celebrating 529 Day

State Treasurers are incentivizing and promoting 529 college savings plans

Washington, DC – 529 plans across the country are celebrating 529 Day this month with new 529 college savings plans incentives, virtual events, and social media activities. Leading these initiatives are members of the [College Savings Plans Network \(CSPN\)](#), a network of the [National Association of State Treasurers \(NAST\)](#), the leading objective source of information about Section 529 college savings plans and prepaid tuition plans.

Last month, CSPN released [end-of-year 2019 data](#) on 529 college savings plans which showed that American families were taking advantage of the benefits offered by these savings accounts. National investment reached over \$371.5 billion as of December 31, 2019, a record high level of investment, and an increase of over 19 percent year over year. The encouraging upward trend is a promising step towards combatting student debt, which currently amounts to almost \$1.6 trillion in the United States.

Despite current market volatility due to the COVID-19 pandemic, CSPN continues to [promote](#) staying the course, and continuing investments in college savings plans for those who are in the position to do so.

“May 29th is an annual reminder of the importance of saving for a child’s future education. 529 college savings accounts allow parents to make smaller, tax-advantaged investments,” said **CSPN chairman and Illinois State Treasurer Michael Frerichs**. “We encourage Americans to take advantage of the many incentives and informational events offered this 529 Day.”

Social distancing recommendations have forced many states to change their 529 Day activities to virtual events, but many plans have created fun and innovative ways to continue to highlight the importance of saving for college. CSPN has made state’s 529 Day activities available on its website so that people from around the country can find the best options for their family. A sampling of these activities includes:

- **Illinois:** The Bright Start 529 Plan will be sharing success stories from various families across the state and highlighting them on social media. Bright Start will also be offering a free online webinar, called “How to Save for the Rising Costs of College,” on May 28 and 29. Registration information can be found at BrightStart.com/webinars.
- **Nebraska:** The [NEST 529 Direct and Advisor](#) plan is promoting a “new account bonus” starting May 26. The first 200 new accounts for beneficiaries 8 and under opened with

the promo code "bonus" and funded with \$100 will receive a \$100 bonus into the new account.

- **Alabama:** For the ninth consecutive year, [CollegeCounts](#), Alabama's 529 Plan, will be giving away 29 contributions of \$529 to Alabama families with an account and who have a baby born between May 29, 2019 and May 29, 2020.
- **Alaska:** [Alaska 529](#) is partnering with an Anchorage-based ice cream shop and a Fairbanks-based ice cream truck to give out free ice cream treats. Additionally, they will be giving away t-shirts to up to 1,000 kids who share a short video telling/showing what they want to be when they grow up.
- **California:** ScholarShare 529 is celebrating [National 529 College Savings Day](#) with a \$50 match for families who open a new ScholarShare 529 account between May 26 and May 31, 2020 with \$50 or more and sign up for a recurring contribution of \$25 or more per month for six consecutive months.
- **South Carolina:** In its eighth consecutive year of the [PalmettoBaby](#) program, South Carolina's Future Scholar 529 College Savings Plan is offering all babies born on May 29th a \$529 contribution when their parents open a Future Scholar account. The program has partnered with hospitals across the state to deliver a Future Scholar SWAG bag and PalmettoBaby information to all moms in the maternity ward on May 29th.
- **Virginia:** A [webinar series](#) is being developed for May 18 - May 29 on a variety of educational topics including: apprenticeships, financial aid, investment options, disability savings with ABLEnow, and basic 529 knowledge. One webinar attendee at each session will win a \$529 account. Event will culminate with a session on May 29th with CEO Mary Morris and Andrea Feinstein discussing the future of Higher Education.
- **Wisconsin:** Edvest is celebrating National 529 Day by offering \$50 when a new Edvest account is opened with \$50 and a recurring contribution. Full details available at www.edvest.com/529Day. Edvest is also kicking off a new College Savings Made Simple webinar this May. Register at www.edvest.com

CSPN has provided the full list of state activities on their [website](#) and is proud to support states' 529 college savings programs year-round. To learn more about CPSN's recommendations on 529 college savings plans and COVID-19, please visit the CPSN [website](#).

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About College Savings Plan Network (CSPN)

Founded in 1991, the College Savings Plans Network (CSPN) is a leading objective source of information about Section 529 college savings plans and prepaid tuition plans—popular, convenient, and tax-advantaged ways to save for college. An affiliate of the National Association of State Treasurers (NAST), CSPN brings together state officials who administer 529 savings and prepaid plans from across the country, as well as their private-sector partners, to offer convenient tools and objective, unbiased information to help families make informed decisions about saving for higher education. For more information, visit the CSPN website at CollegeSavings.org and follow CSPN on [Twitter](#), [Facebook](#), and [Instagram](#).

About 529 College Savings Accounts

A [529 plan](#) is a tax-advantaged investment plan designed to help families save for a beneficiary's (typically one's child or grandchild) future higher education expenses and in some states; K-12 and certain technical and career college programs. While commonly referred to as 529 plans, they are formally known as "Qualified Tuition Programs," as defined in Section 529 of the Internal Revenue Code, and are administered by state agencies.

Savings in a 529 plan grow free from federal income tax, and withdrawals remain tax-free when used for qualified education expenses. Additionally, many states mirror the federal 529 plan tax advantages by offering state tax-deferred growth and tax-free withdrawals for qualified education expenses. 529 plans are offered in 49 states and the District of Columbia. Check with your home state to see if it offers tax or other benefits such as financial aid, scholarship funds or protection from creditors for investing in its own 529 plan.

About National Association of State Treasurers

The National Association of State Treasurers seeks to provide advocacy and support that enables member states to pursue and administer sound financial policies and programs benefiting the citizens of the nation. Membership is composed of all state treasurers or state finance officials with comparable responsibilities from the United States, its commonwealths, territories, and the District of Columbia. The private sector is represented through the Corporate Affiliate Program that was established to build professional relationships and foster cooperation between the public and private sectors. The association serves its members through educational conferences and webinars, a variety of working groups, policy advocacy, and publications that provide information about developments in public finance. For more information, visit www.nast.org.