College Savings Month Communications Tool Kit

Press Release Sample:

Big Growth Seen Ahead of “College Savings Month” for 529 Plans

(August 27, 2025) {INSERT YOUR CITY} – Next week marks the beginning of “College Savings Month”. While an annual occurrence, {INSERT PLAN NAME} is proud to announce that over 16,960,000 529 accounts have officially been opened nationwide. The growth highlights the dedication of {INSERT STATE PEOPLE NAME, ex Hoosiers} to saving for higher education.

{INSERT QUOTE FROM STATE TREASURER OR PLAN ADMINISTRATOR}

According to the College Savings Plans Network (CSPN) as of December 31, 2024, nationally, more than $525 billion dollars were being saved in 529 accounts across more than 16.96 million accounts. Recently, CSPN launched an interactive tool that allows site users to search and compare 529 plans from across the country. To utilize the tool, visit <https://www.collegesavings.org/529-search-and-comparison/>.

This “College Savings Month” is important to highlight both the successes of saving for education and its impact on finances down the road but also to inform those who have yet to begin saving for education expenses. {INSERT INFO ON WHAT YOUR PLAN IS DOING TO CELEBRATE COLLEGE SAVINGS MONTH AND HOW PEOPLE CAN GET INVOLVED}

In a recent collaboration between the National Association of State Treasurers Foundation and Enrich, a learning module, available to everyone, was created to explain the benefits of a 529 plan and the role they play in helping an individual fund future education expenses. Check it out here: <https://nast.enrich.org/courses/understanding-the-basics-of-a-529-plan>. This course will dive into what 529 plans are, highlighting the unique benefits they offer to those saving for future education expenses. Additionally, we'll explore how the rules and features differ between the different types of 529 plans before finally debunking some common myths about how 529 plans work.

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. Savings in a 529 plan grow free from federal income tax, and withdrawals remain tax-free when used for qualified higher education expenses.

To learn more about {INSERT PLAN NAME} visit our website at {INSERT WEBSITE ADDRESS}.

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