Sample Press Release

(July XX, 2022 – {City, State}) Treasurer XX is proud to remind citizens of the opportunity to invest in future education costs through {529 Program Name}. 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 education expenses. Savings in a 529 plan grow free from federal income tax, and withdrawals remain tax-free when used for qualified education expenses.

529 plans are different than a typical bank account in that your account earnings are usually based on the market performance of the underlying investments, which typically consist of mutual funds. Savings plans may only be administered by states. Forty-nine states and Washington, D.C. offer a savings plan. Nationally, as of March 31st, the average balance in a 529 account is $28,954. Over 15.8 million 529 accounts are open across the country with more than $457 billion invested for education expenses as of March 31st, 2022.

Here in {INSERT STATE}, we have {INSERT PROGRAM NAME AND INFORMATION, MAKE SURE TO INCLUDE ANY STATE TAX INCENTIVES}

A 529 plan is designed to encourage early and consistent savings efforts by offering an easy, affordable, and convenient way for families to save for college. Contributions can be made conveniently through payroll deduction or automatic transfers from a bank account. Money can be used to pay for a variety of education expenses, including tuition, fees, room, board, books, supplies, and required equipment.

To learn more about how your family can benefit from a {INSERT STATE NAME}, contact {INSERT CONTACT INFO}.

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