**Sample Press Release**

May XX, 2022 (City, State) – Today, the State of XX and the {INSERT PROGRAM NAME HERE} recognize the importance of saving in a 529 account. As of December 2021, over $480.3 billion dollars are currently being invested for education around the country in 15.7 million individual accounts.

{INSERT QUOTE FROM PROGRAM ADMINISTOR OR TREASURER}

Events are happening all over the country to celebrate 529 Day. This is a specific day every year dedicated to showcasing the value of investing in a 529 program. Many are offering incentives to those with accounts, virtual and in-person events as well as social media activities.

{INSERT SPECIFIC LOCAL PLANS TO RECOGNIZE 529 DAY}

529 plans make it easy and affordable to plan ahead for the cost of higher education at colleges & universities, technical & community colleges, trade schools and many other post-secondary education programs. Investing in a 529 account not only helps individuals budget, but it also provides tax advantages to the account owner. While state tax incentives vary, federally, money grows in a 529 account tax deferred and then it can be withdrawn tax free if used for qualified expenses. Those expenses range from college tuition, books, computers and more.

The College Savings Plan Network and Invite Education teamed up to make it even easier to find and compare 529 plans across the country. To check out the new tools, click here for [search and comparison](https://www.collegesavings.org/529-search-and-comparison/) or here to find [your state plan](https://www.collegesavings.org/find-my-states-529-plan/). If you would like to learn more about 529s, please visit: collegesavings.org or if you would like to learn more about {INSERT PROGRAM NAME HERE} visit {WEBSITE LINK}.

###