**CSPN Market Volatility Communications Toolkit**

Sample Press Release:

CITY, STATE DATE With the recent market volatility, it is important to keep in perspective that your child’s dreams and your goals for their future are long-term and boundless. Staying the course is an essential part of keeping those dreams moving forward.

{INSERT QUOTE FROM TREASURER OR PROGRAM DIRECTOR}

As of December 31, 2022, there are more than 16 million open 529 accounts across the country, and more than $411 billion has been saved. Americans realize the value and purpose of long-term education savings available in 529 accounts. Not only are more people opening 529 accounts, but they are committed to automatic contributions to the accounts. ?38% of 529 accounts are currently receiving automatic contributions. The recently released data can be viewed here.

Given recent market volatility, it’s important to remain calm and evaluate risk tolerance, savings time horizon, and overall investment goals when considering investment choices. In doing so, carefully review the options in which plans are invested and available alternatives before making any changes.

SPECIFY FOR YOUR PLAN {The majority of 529 plans offer age-based investment options, which are designed to balance risk and return in light of the beneficiary’s age. Most plans offer many other types of investments as well, ranging from ones that are FDIC insured to fixed choices such as 100% equity. One’s savings time horizon, risk tolerance, and investment objectives will help determine whether a change is in order. Keep in mind that changes to existing investment options can be made only twice per calendar year or upon change in the beneficiary.}

Because investing and making changes to those investments is an important decision, people are encouraged to consult their tax or investment advisor about their specific circumstances.

{OFFICE/529 CONTACT INFORMATION}

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