Press Release Sample:

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

(August 31, 2021) {INSERT YOUR CITY} – Tomorrow marks the first day of “College Savings Month”. While an annual occurrence, {INSERT PLAN NAME} is proud to announce that over 15,000,000 529 accounts have officially been opened nationwide. This comes on the heels of a turbulent year for finances and investments. 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), who just recently celebrated the 25th Anniversary of Section 529, at the halfway point of 2021, nationally, more than $464.3 billion dollars were being saved in 529 accounts across more than 15.3 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}

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. As of August 20th, 529 plans have been part of the Internal Revenue Code for over 25 years. {INSERT PROGRAM NAME} is proud to be part of that 25-year history. To learn more about {INSERT PLAN NAME} visit our website at {INSERT WEBSITE ADDRESS}.

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