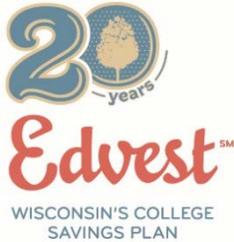




State of Wisconsin
Department of Financial Institutions

Scott Walker, **Governor**

Jay Risch, **Secretary**



MEDIA ALERT

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**Edvest Celebrates 20 Years
of Helping Families Save for College**

MADISON – For 20 years, Edvest, Wisconsin’s 529 College Savings Plan, has been helping families save for the cost of higher education. While a lot has changed over the years, one thing that hasn’t is Edvest’s commitment to make saving for college easier and more affordable for Wisconsin families. Please join Edvest and Tomorrow’s Scholar (Wisconsin’s financial advisor-sold 529 plan) as we celebrate this exciting anniversary and learn more about the importance of saving for college.

- When: Tuesday, September 19, 2017, 10:30 a.m. – 2:00 p.m.
- Where: Wisconsin State Capitol Rotunda (1st floor)

Interview opportunities (Please contact George Althoff if you are interested):

- Jay Risch – Secretary, Department of Financial Institutions
- Greg Reiman – Assistant Deputy Secretary Wisconsin Department of Financial Institutions
- David Erdman – Capital Finance Director, Department of Executive Budget and Finance
- David Mancl – Office of Financial Literacy Executive Director, Department of Financial Institutions
- Jessica L. Fandrich – Officer State of Wisconsin 529 College Savings Program, DOA
- Cheryl Weiss – College Affordability Specialist, Department of Financial Institutions

Why is this important? Preparing students for a meaningful – and affordable – post-secondary educational experience has never been more important. Learn how Edvest helps educate families about saving for college and provides options to make it more affordable.

- Wisconsin Edvest and Tomorrow's Scholar savings plans now hold \$4.6 billion in savings for 280,000 account holders.
- Contributions to an Edvest account will reduce a person's Wisconsin taxable income.
- Edvest funds can be used at colleges, technical colleges, and grad schools nationwide and abroad on tuition, books, room and board, computers/tablets or other qualified expenses.
- Teens who have a savings account in their name are six times more likely to attend college than those without one.
- A college or career school education translates into higher earnings potential when a student enters the workforce.

About Edvest

Edvest makes it easy to save for higher education expenses with a variety of investment options, including age-based plans. The 529 plan offers great ways to gift including a secure eGift option and gift cards. SavingforCollege.com recently ranked Edvest as one of the Top 10 in 529 Performance and awarded the program a 5-Cap Rating, which indicates that a 529 plan offers outstanding flexibility, attractive investments and additional economic benefits. Edvest also received a bronze rating from Morningstar Inc., and was ranked as the 529 plan with the fourth lowest fees in the nation by Strategic Insight. For more information or to learn more, please visit Edvest.com.