



EdvestSM

WISCONSIN'S COLLEGE
SAVINGS PLAN

MEDIA ALERT

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Edvest Celebrates National 529 Day with a Special Offer for New College Savers

Madison Wis. (May 19, 2021) – Edvest, Wisconsin's 529 College Savings Plan, is excited to celebrate National 529 College Savings Plan Day by offering a little extra incentive for families as they start down the path of reaching their college savings goals.

- **What:** \$50 Match Promotion to celebrate National 529 College Savings Plan Day, a day dedicated to raising awareness of the rising cost of higher education and encouraging parents to start planning for their child's college education. Learn more at Edvest.com/529Day.
- **When:** May 24 – May 31, 2021. During this time anyone who opens an Edvest account with \$50 or more at Edvest.com and adds a monthly recurring contribution or payroll direct deposit of \$25 or more for six months will receive a \$50 match.¹

"National 529 College Savings Plan Day reminds us that the sooner you start saving for higher education, the more time your money has to grow, giving your child a stronger financial foundation down the road," said Kathy Blumenfeld, Cabinet Secretary, Wisconsin Department of Financial Institutions (DFI). "We want to be your savings partner and are excited to offer families a little something extra as they get started."

Wisconsin residents are invited to join Edvest college savings specialists for free, online college savings webinars on May 26th and June 9th from 11 a.m. to noon C.T. Register is at Edvest.com.

About Edvest

Edvest is Wisconsin's direct-sold 529 College Savings Plan designed to help families save for higher education expenses. Account owners can choose from 25 investment portfolios, access easy-to-use savings tools and take advantage of in-state tax benefits for Wisconsin residents.

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¹Visit Edvest.com/529Day for terms and conditions. Promotion ends 05/31/2021. Void where prohibited or restricted by law. Sponsored by the Wisconsin's Edvest College Savings Plan.

To learn more about the Wisconsin College Savings Plan, its investment objectives, tax benefits, risks and costs, please see the Plan Description at Edvest.com. Read it carefully. Check with your home state to learn if it offers tax or other benefits such as financial aid, scholarship funds or protection from creditors for investing in its own 529 plan. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. Consult your legal or tax professional for tax advice. If the funds aren't used for qualified higher education expenses, a 10% penalty tax on earnings (as well as federal and state income taxes) may apply.

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