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## FOR IMMEDIATE RELEASE

### **State Treasurer Ron Crane to Travel Around Idaho and Teach Parents and Children about the Importance of College Savings**

*\$500 IDeal Scholarships Available at [idsaves.org](http://idsaves.org) to Celebrate College Savings Month*

**Boise, IDAHO – September 10, 2013** – To celebrate Governor C.L. “Butch” Otter’s Proclamation that September is Idaho College Savings Month, State Treasurer Ron Crane will travel throughout Idaho for the first-ever “College for Kids Week.” From September 16 – 20, Treasurer Crane will be joining families at local schools and after-school programs, spreading the word about the importance of saving now for higher education. He will share how Idaho’s 529 college savings plan, IDeal, can help families with their college savings goals. One lucky winner will receive a \$500 IDeal account scholarship at each location along the tour, courtesy of Upromise Investments, Inc., Program Manager of IDeal. Additional \$500 scholarships are available to win through the end of September by visiting the IDeal website at [www.idsaves.org](http://www.idsaves.org).

Treasurer Crane will be making appearances in the following cities on the tour: Boise, Twin Falls, Pocatello, Idaho Falls area, Lewiston, Coeur d’Alene area and his home town of Nampa. Treasurer Crane’s focus will be talking with children and parents about the importance of higher education and encouraging kids to make it part of their future plans. Treasurer Crane believes it is important for every family to have some sort of financial plan in place so there is the opportunity for children to continue their education in some capacity in the future, whether its vocational training or traditional college. According to the Sallie Mae and IPSOS 2013 study, “How America Saves for College,” college savings have declined by 10 percent over the past three years, while interest rates on student loans and tuition rates have increased. As interest rates and tuition bills continue to increase, saving for college is more important than ever. It’s important your child is prepared for college both mentally and fiscally with an IDeal account.

IDeal is the state-sponsored 529 college savings plan that helps families start saving today for their children’s future higher education costs. Idaho taxpayers who invest in IDeal can receive an annual state income tax deduction (maximum \$4,000 per individual taxpayer; \$8,000 married and filing jointly) from their Idaho state adjusted gross income for contributions to IDeal.\* Friends and relatives can also contribute to an IDeal Account for birthdays, holidays or any other occasion through the convenience of Ugift®, a free online tool.\*\*

Treasurer Crane says, “IDeal is an easy and convenient way to start saving for your child’s future. With the increase in tuition rates for higher education, your children will appreciate any help you are able to provide.”

The money invested in an IDeal Account can be used at any eligible 2- or 4-year college, university, vocational or technical school, or other postsecondary educational institution, not just in Idaho, but around the country and even abroad. Qualified withdrawals from your IDeal Account include tuition, required fees, required books and equipment and certain room and board costs.

### **About IDeal – Idaho College Savings Program**

IDEal is Idaho's 529 college savings program that lets parents, grandparents, family and friends save for a child's college education. It's easy to open an account and you'll find a number of advantageous tax benefits. IDEal is administered by the Idaho College Savings Program Board. Upromise Investments serves as Program Manager.

For more information, contact Christine Stoll at 208-332-2935 or visit [www.idsaves.org/save](http://www.idsaves.org/save).

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\*Contributions to the IDEal - Idaho College Savings Program are deductible from Idaho state income tax, subject to recapture in certain circumstances, such as a non-qualified withdrawal or a rollover to another state's qualified tuition program in the year of the rollover and the prior tax year.

\*\*Ugift is a registered service mark of Upromise, Inc., an affiliate of UII.

*For more information about IDEal – Idaho College Savings Program, call 866-433-2533 or visit [www.idsaves.org](http://www.idsaves.org) to obtain a Disclosure Statement. The Disclosure Statement discusses investment objectives, risks, charges, expenses, and other important information. Because investing in IDEal is an important decision for you and your family, you should read and consider the Disclosure Statement carefully before investing. Upromise Investments, Inc. ("UII") is Distributor.*

*If you are not an Idaho taxpayer, consider before investing whether your or the beneficiary's home state offers any state tax or other benefits that are only available for investments in that state's qualified tuition program.*

IDEal is administered by the Idaho College Savings Program Board (Board). UII serves as program manager and Upromise Investment Advisors, LLC (UIA), provides investment advisory services and recordkeeping and administrative services. UII and UIA have overall responsibility for the day-to-day operations, including marketing and distribution of IDEal. UII, UIA, and Sallie Mae Bank are affiliates. The Vanguard Group, Inc. serves as Investment Manager for IDEal. Sallie Mae Bank serves as the Savings Portfolio Manager for IDEal. IDEal's Portfolios invest in either: (i) mutual funds offered or managed by Vanguard; or (ii) an FDIC-insured omnibus savings account held in trust by the Board at Sallie Mae Bank. Except for the Savings Portfolio, investments in IDEal are not insured by the FDIC. Units of the Portfolios are municipal securities and the value of units will vary with market conditions.

Investment returns will vary depending upon the performance of the Portfolios you choose. Except to the extent of FDIC insurance available for the Savings Portfolio, you could lose all or a portion of your money by investing in IDEal, depending on market conditions. Account Owners assume all investment risks as well as responsibility for any federal and state tax consequences.

**Not FDIC-Insured (except for the Savings Portfolio). No Bank, State or Federal Guarantee. May Lose Value.**