

Kate Marshall
State Treasurer



Steve George
Chief of Staff

Mark Mathers
Chief Deputy Treasurer

STATE OF NEVADA
OFFICE OF THE STATE TREASURER

FOR IMMEDIATE RELEASE

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CONTACT: Troy Watts (702) 486-3817
tgwatts@nevadatreasurer.gov

Nevada \$529 College Savings Day Contest Announced
12 students statewide will be selected for prize of \$529

Carson City—State Treasurer Kate Marshall announced today that her office and the Nevada College Savings Board is sponsoring the sixth annual *Nevada \$529 College Savings Day Contest*, which is open to Nevada residents with children age 13 or younger. Twelve students will receive a prize of a \$529 gift to be used to open an SSgA Upromise 529 Plan (the “Plan”) college savings plan account, or to enhance an existing Nevada College Savings Plan account.

“National research has shown that children with a college savings account are up to seven times more likely to attend college than those without an account, no matter how much funding is in the account¹.” Marshall said. “As State Treasurer and as administrator of the Nevada College Savings Plans Program, one of my top priorities has been to show parents how they can begin to plan today for their child’s future higher education needs. As an example, you can now open an account for as little as \$15 and then make affordable contributions that fit your individual budget.”

Parents and students can enter the contest online by going to ssga.upromise529.com/giveaway, or by downloading an Official Entry Form on that site and submitting the form via regular mail. All entries must be received by the State Treasurer’s Office by no later than June 30th, 2014. Winners will be selected via a random drawing and be notified via phone and email by no later than July 18, 2014.

No taxpayer dollars are used to fund the contest; all prize money awarded is derived from program manager fees paid to the Nevada College Savings Plans Program by its private sector partners.

For more information about saving for college, or to find out how you can open a college savings plan account for your child, go to <https://NevadaTreasurer.gov> and click on the College Savings Plan link at the bottom left-hand corner of the page.

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¹ Center for Social Development at Washington University in St. Louis: “The Role of Savings and Wealth in Reducing ‘Wilt’ Between Expectations and College Attendance”

CARSON CITY OFFICE
State Treasurer
101 N. Carson Street, Suite 4
Carson City, Nevada 89701-4786
(775) 684-5600 Telephone
(775) 684-5623 Fax

STATE TREASURER PROGRAMS
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LAS VEGAS OFFICE
555 E. Washington Avenue, Suite 4600
Las Vegas, Nevada 89101-1074
(702) 486-6980 Telephone
(702) 486-3246 Fax