



**FOR IMMEDIATE RELEASE**

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**Registration Still Open for \$30,000 Giveaway for Parents**

*Save Now, Save Later Awards \$1,500 Deposits to  
College Savings Iowa Accounts for High School Students*

WEST DES MOINES, IOWA (Nov. 19, 2014) — Iowa parents still have time to register for a boost to their high school students' college savings plan.

The Save Now, Save Later: College Savings Plan Parent Giveaway, from Iowa Student Loan®, offers parents a chance to win one of 20 College Savings Iowa® account deposits, each worth \$1,500, and learn more about financial planning for college in the process.

Registration for the program began in August and continues through the end of the day on Dec. 19. The program is open to Iowa residents who have a student in grade nine, 10, 11 or 12 at an Iowa high school. No purchase is necessary, and parents need only complete a custom version of Student Loan Game Plan<sup>SM</sup>, an online educational tool offered by Iowa Student Loan, before registering for the giveaway. The information they learn, and Iowa Student Loan's other tools and resources, can then be shared with their student.

Iowa Student Loan is working directly with College Savings Iowa on the giveaway. College Savings Iowa is the state's direct-sold 529 program, administered by State Treasurer Michael Fitzgerald. Parents who are chosen as winners can have the deposit made to an existing account, or a new account can be set up upon winning the giveaway.

Registration for the program is open now through Dec. 19. Winners will be selected in January 2015 and announced in February 2015.

To learn more about the Save Now, Save Later giveaway, or to enter, visit [www.studentloan.org/savenow](http://www.studentloan.org/savenow).

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### **About Iowa Student Loan**

Since 1981, Iowa Student Loan, a private, nonprofit organization, has helped Iowa students and families obtain the resources necessary to succeed in postsecondary education. Iowa Student Loan has helped more than 375,000 students pay for college. The organization, based in West Des Moines, Iowa, also provides an array of borrower benefits, financial literacy tools and community reinvestment programs, including support for free college planning services for students and their families. For more information about Iowa Student Loan, visit [www.studentloan.org](http://www.studentloan.org).