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Iowa Student Loan's Parent Giveaway Enters Second Year
*Save Now, Save Later Giveaway Increases Number of \$1,500 Awards for
College Savings Iowa Accounts*

WEST DES MOINES, IOWA (Aug. 13, 2015) — In its second year, Iowa Student Loan's® program for parents is giving more individuals a chance to boost their high school students' college savings plan.

The Save Now, Save Later: College Savings Plan Parent Giveaway offers parents and legal guardians a chance to win a \$1,500 College Savings Iowa® account deposit, while learning about financial planning for college and how they can help their future college student in the process. Thirty awards will be given out during the program's second year, increased from 20 awards in 2014.

"With more than 2,000 registrations for the program in its first year, we saw there was a real need and desire among parents to help their children save for college," said Steve McCullough, president and CEO of Iowa Student Loan. "A \$1,500 contribution can make a significant impact on a college student's finances, and help him or her save later by possibly reducing future debt."

Iowa Student Loan is again 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.

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. Registration requires parents to complete a

custom version of Student Loan Game PlanSM, an online educational tool offered by Iowa Student Loan. They are encouraged to share the information they learn, and Iowa Student Loan's other tools and resources, with their student as they discuss college planning.

“(The program) is a great way to support Iowa's youth who are approaching the college years,” said Michele Stiles, of Des Moines, a 2014 winner. “It helps parents plan and save ahead for college so that both parents and students are more financially prepared as students enter college.”

Registration for the program runs now through Nov. 30. Winners will be selected in December and notified and announced in January 2016.

Learn More About the Giveaway

Parents interested in learning more about the Save Now, Save Later giveaway, or in entering the giveaway, can visit www.iowaStudentLoan.org/SaveNow for full giveaway description, official rules, registration and frequently asked questions.

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About Iowa Student Loan

Since 1979, 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 386,000 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.iowaStudentLoan.org.