



FOR IMMEDIATE RELEASE

Media Contact:

Megan Garrett
Corporate Communications and
Media Relations Administrator
(515) 273-7145
mgarrett@studentloan.org

Registration Open for Iowa Student Loan's Parent Giveaway

*Save Now, Save Later Giveaway Will Provide 50 \$1,000 Awards for
College Savings Iowa Accounts*

WEST DES MOINES, IOWA (Sept. 5, 2017) — New changes mark the fourth year of the parent-focused giveaway program from Iowa Student Loan®.

Fifty parents — an increase from 30 in previous years — will be awarded \$1,000 deposits into a College Savings Iowa® plan during the Save Now, Save Later: College Savings Plan Parent Giveaway. The program is open to Iowa residents who have a student in grades six through 12 at an Iowa middle or high school.

“This year we’ve added parents of middle schoolers to the eligible participants, as it is an important age to start thinking about college plans, even if it seems far in the future,” said Steve McCullough, president and CEO of Iowa Student Loan. “Our program will help guide parents to start planning for college, and give them a chance to win a \$1,000 savings plan contribution, which can make an impact on a college student’s finances.”

No purchase is necessary to enter. The program is open to Iowa residents who are a parent or guardian of an eligible Iowa student. As part of the registration process, parents will view the Parent Handbook, a new online, self-exploratory educational module. The module is a series of valuable tips, categorized by relevant topics, to help families of students in grades 6–12 prepare for success in college and other postsecondary options.

Iowa Student Loan works 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 for the registered student, or a new account can be set up upon winning the giveaway.

“The program puts into perspective the importance of being financially aware and that college is an investment in your child's future,” said Julie Resch, a 2016 winner from Spirit Lake. “It was a great refresher for me as we start to help our second child get ready for entering college.”

Registration for the program runs now through Oct. 22. Winners will be selected in November and announced after they are notified.

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.

###

About Iowa Student Loan

Established in 1979 as a private, nonprofit organization, Iowa Student Loan helps Iowa students and families obtain the resources necessary to succeed in postsecondary education. Iowa Student Loan has helped more than 392,500 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.