



FOR IMMEDIATE RELEASE

Media Contact:

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

Parents Have Chance at \$1,000 College Savings Deposit

Registration is Now Open for the Save Now, Save Later Giveaway, Iowa Student Loan's Parent-Focused Giveaway Program

WEST DES MOINES, IOWA (Sept. 4, 2018) — Parents of students in sixth through 12th grades have a chance to give their college savings accounts a boost with the Save Now, Save Later: College Savings Plan Parent Giveaway.

Entering its fifth year, the Save Now, Save Later program gives Iowa parents a chance at one of 50 individual \$1,000 deposits into a College Savings Iowa[®] plan for an eligible child.

The program is open to Iowa residents who are parents or legal guardians of a student in grades six through 12 at an Iowa middle or high school.

“Parents are an important part of helping their children financially prepare for college by providing either financial assistance or educating them about debt,” said Steve McCullough, president and CEO of Iowa Student Loan. “With this program, parents can potentially do both with access to online educational resources, as well as a chance to win a \$1,000 contribution, which can make an impact on a college student’s finances.”

There is no purchase necessary to enter the program. As part of the registration process, parents view the Parent Handbook, an online, self-exploratory educational module. The module is a series of valuable tips, categorized by relevant topics, to help families of students in middle and high school 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 has great information to help point you in the right direction in how to pay for college," said Amanda Salyars, a 2017 winner from Muscatine. "Winning \$1,000 certainly helps too!"

Registration for the program runs now through Oct. 21. 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.