

**In honor of College Savings Month, CollegeAdvantage is giving away \$529**

September 14, 2015 – Columbus, OH – September is national College Savings Month and CollegeAdvantage is giving away ten \$529 college savings awards. Beginning today through 11:59 pm ET on Sunday, October 4 individuals can enter to win one of ten \$529 college savings awards from CollegeAdvantage. Individuals 18 years and older can enter to win by going to [www.CollegeAdvantage.com](http://www.CollegeAdvantage.com). No purchase is necessary and residents from any state can enter once per day, per email address. Current account owners and non-account owners are eligible. Each \$529 college savings award will be awarded as a contribution to an existing CollegeAdvantage Direct 529 Savings Plan account or used to open a new Direct Plan account.

For 25 years, CollegeAdvantage has helped families save for college for more than 750,000 past, present and future college students. Any Ohio taxpayer including parents, grandparents, family members and friends who contribute to a CollegeAdvantage account can claim a deduction of up to \$2,000 in contributions, per beneficiary, per year from their state of Ohio taxable income. Account owners pay no taxes on the funds as they grow, and withdrawals used for 529-qualified higher education expenses are free from state of Ohio and federal income taxes on the earnings. Funds saved through CollegeAdvantage can be used at any accredited college in the country that is eligible to receive federal financial aid. Families can open an account for as little as \$25. College Savings Month is a great time to begin saving for that special child's future college education and an even better time to add to an existing account.

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**About the Ohio Tuition Trust Authority/CollegeAdvantage:** CollegeAdvantage is Ohio's 529 college savings program, offered and administered by the Ohio Tuition Trust Authority, a state agency under the Office of the Chancellor of the Ohio Department of Higher Education. Ohio is the fifth largest state sponsor of 529 plans in the country (Strategic Insight Q2 2015). CollegeAdvantage is offered as the CollegeAdvantage Direct 529 Savings Plan and the CollegeAdvantage Advisor 529 Saving Plan which is offered and marketed through BlackRock and sold through professional financial advisors. The CollegeAdvantage program, which offers families a tax-advantaged way to save for college, has more than \$9.5 billion in assets under management and over 642,000 total accounts as of June 30, 2015. To learn more, visit [www.CollegeAdvantage.com](http://www.CollegeAdvantage.com).