

FOR IMMEDIATE RELEASE



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CollegeInvest Grandparents Scholarship Contest to award \$25,000
Colorado Grandparents can give their grandkids the gift of higher education

CollegeInvest, a not-for-profit division of the Colorado Department of Higher Education, is helping grandparents save for their grandkids' higher education through a unique essay contest.

Today (Oct. 6, 2008) marks the kick-off of the fourth annual CollegeInvest Grandparents Scholarship Contest, which will award a total of \$25,000 in college funds.

This year, CollegeInvest will award 10 \$2,500 college savings plans to the grandchildren of Coloradans who submit essays of 250 words or fewer answering the question: "What are your hopes or dreams for your grandchild or grandchildren and how would a college education help make those possible?"

"College savings plans aren't just for parents," said Jennifer Robinson, chief marketing officer for CollegeInvest. "A recent national survey showed that nearly two-thirds of grandparents said they plan to contribute financially to their grandchildren's college education."

CollegeInvest will select winners from five regions throughout the state. Winners of the \$2,500 college savings plans will be selected from:

- The Western Slope (two winners)
- The Pikes Peak region
- Pueblo and Southeastern Colorado
- The Denver Metro Area (three winners)
- Boulder Region
- Northeastern Colorado
- Northern Colorado

"This gives grandparents the opportunity to invest in their grandkid's education," Robinson said. "That's a gift that can last a lifetime."

The essay contest is open to Colorado residents with grandchildren or great-grandchildren 12 years old or younger. To receive an entry form, go to www.collegeinvest.org/grandparents, call 1-877-285-0018 or e-mail your full name and mailing address to grandparents@collegeinvest.org. Essays must be entered online or postmarked by Friday, December 12.

Over the past three years, CollegeInvest has awarded \$150,000 in the form of CollegeInvest 529 college savings plan accounts to Colorado children through the Grandparents Scholarship Contest.

Money saved through college savings plans offered by CollegeInvest can be used nationwide at any eligible public or private college, university or vocational school for a variety of qualified higher education expenses such as tuition, fees, certain room and board, and required supplies.

About CollegeInvest

CollegeInvest is a not-for-profit division of the Colorado Department of Higher Education. Since 1979, CollegeInvest has helped more than half a million families break down the financial barriers to college by providing expert information, simple planning tools, scholarships, college savings plans, and low-cost student and parent loans. For more information, visit www.collegeinvest.org or call 1-800-448-2424 or contact your financial advisor.

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