

FOR IMMEDIATE RELEASE



December 8, 2010

## COLLEGEINVEST HELPS COLORADO FAMILIES GIVE THE GIFT OF EDUCATION AND CREATE TAX SAVINGS

*Gifts made by December 31, 2010 qualify for year-end tax benefits!*

Denver, CO – CollegeInvest, Colorado’s not-for-profit higher education financing resource offers college savings gift options that gives new meaning to the old adage, *it is better to give than receive*. That’s because deposits into existing CollegeInvest college savings accounts, as well as deposits to open new accounts made by December 31<sup>st</sup>, will qualify for special State tax savings. So while giving a lasting gift of education to a special child in your life, you will also be giving a gift of tax savings to yourself.

CollegeInvest 529 savings accounts are easy to open, with as little as \$25. In addition to the immediate savings offered through tax advantages, saving toward a college education is an investment toward a lifetime of higher earnings. Recent studies suggest the lifetime earning potential for those holding college degrees can be as much as \$1 million!\*

CollegeInvest 529 college savings accounts are not only the perfect gift solution for the children in your life they offer great tools for adults, as well. Anyone who, in response to our tough economy, is back in school working toward career changes, or trying to add new educational credentials to their resumes can take advantage of the resources offered at CollegeInvest. A simple transfer of monies allocated for adult education or professional development training, if made before December 31<sup>st</sup>, can qualify for state tax deductions in the same way that a CollegeInvest account works for a child’s long term savings plan.

“In these difficult economic times, Colorado families are looking for ways to stretch every dollar,” said Angela Baier, chief marketing officer of CollegeInvest. “At CollegeInvest, we offer resources and savings options to meet that need with tax savings and the long range advantages that come with saving for college.

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**\*Source: *Education Pays 2010, Trends in Higher Education, the College Board Advocacy and Policy Center***

### **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, college savings plans, and scholarships. For more information, visit [www.collegeinvest.org](http://www.collegeinvest.org) or call 1-800-448-2424 or contact your financial advisor.

### **Important Considerations**

*To learn about CollegeInvest’s 529 program, its objectives, risks, charges, expenses, limitations, restrictions and qualifications regarding the Plans’ benefits and potential tax advantages, please read and consider carefully the Program Disclosure Statements (PDS) available at [www.collegeinvest.org](http://www.collegeinvest.org) before investing. Also, check with your or your beneficiary’s home state to learn if it offers tax or other benefits for investing in its own plan. Administered and issued by CollegeInvest. CollegeInvest and the CollegeInvest logo are registered trademarks of CollegeInvest. Copyright © 2010 CollegeInvest.*