

WHEREAS; as the cost of higher education and the average amount of student loan debt continue to rise across the nation, students and their families are challenged with the ever-increasing burden of saving money to fund their higher education and career training aspirations; and

WHEREAS; it is important and beneficial for the state of Wisconsin to keep postsecondary education affordable and accessible for all students and that families understand all of the financial options that are available to them when it comes to covering the cost of higher education and career training, including savings options and applying for grants, scholarships, and work-study funds; and

WHEREAS; named after Section 529 of the Internal Revenue Code and administered by states, 529 college savings plans help families prepare for the cost of higher education and career training by offering a safe, effective, and affordable way to save and pay for qualified education expenses like tuition, housing and food, books, technology, supplies, and more; and

WHEREAS; the Wisconsin 529 College Savings Program offers two savings plans—Edvest 529, a direct-sold plan, and Tomorrow’s Scholar, available through financial advisors and fee-only planners—both of which play a critical role in improving long-term wealth and household financial security by helping Wisconsinites avoid overreliance on student loans and pursue careers with higher income potential; and

WHEREAS; tens of thousands of families across the state have been positively impacted by saving for higher education and career training with the Wisconsin 529 College Savings Program, including benefiting from tax-deductible contributions, tax-deferred growth, and tax-free withdrawals when paying for qualified education expenses; and

WHEREAS; today, the state of Wisconsin joins the Wisconsin Department of Financial Institutions in upholding its commitment to helping students and families make informed decisions about saving for higher education—whether for a four-year college or university, a community college, a technical school, or an apprenticeship or graduate program—by offering convenient and reliable tools and valuable education resources, including through the Wisconsin 529 College Savings Program;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim May 29 2025 as

529 COLLEGE SAVINGS PLAN DAY

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 16th day of May 2025.



TONY EVERS, Governor

By the Governor:



SARAH GODLEWSKI, Secretary of State