

WHEREAS; as the cost of higher education and the average amount of student loan debt in our country continue to rise, students and their families are faced with the ever-increasing burden of saving money and paying for their education; and

WHEREAS; it is in the best interest of our state that access to postsecondary education—including community colleges and technical schools—for all students be maintained; and

WHEREAS; a study has shown that having even \$500 or less in college savings increases the likelihood of a student enrolling in and graduating from college; and

WHEREAS; government, at both the federal and state levels, can help families save for college by helping students save for their own education and by assisting parents, grandparents, friends, and businesses as they seek to support the education of kids, grandkids, and others who need help to meet their higher education goals; and

WHEREAS; 529 college savings plans, offered under Section 529 of the U.S. Internal Revenue Code, can help reduce student loan debt and build long-term wealth and financial strength for students and families; and

WHEREAS; the Wisconsin 529 College Savings Program offers two savings plans—Edvest, a direct-sold plan, and Tomorrow’s Scholar, available through financial advisors and fee-only planners—which are both highly-rated and nationally recognized for providing low-cost, easy, and effective ways to save for higher education; and

WHEREAS; the Wisconsin 529 College Savings Program has helped transform the lives of thousands of families across our state who have received its benefits, which include tax-deductible contributions and tax-deferred growth; and


WHEREAS; today, the state of Wisconsin joins the Wisconsin Department of Financial Institutions in affirming its commitment to ensuring that an affordable education is accessible to all Wisconsinites—whether at a four-year college or university, a community college, a technical school, or an apprenticeship or graduate program—by offering convenient tools and valuable information to support families in making wise decisions about saving for college, including through programs like the Wisconsin 529 College Savings Program;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim May 29, 2021, 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 5th day of May 2021.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State