

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 higher education; and

WHEREAS; it is in the best interest of our state that postsecondary education remains affordable and accessible for all students, and that families understand the options that are available to them; and

WHEREAS; government, at both the federal and state levels, can help families save and pay 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 their 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, along with grants, scholarships, and work study opportunities, fit into a strategic plan for paying for higher education; 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 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 tools and valuable educational 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, 2022, as

529 COLLEGE SAVINGS PLAN DAY

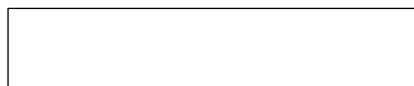
throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

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 13th day of May 2022.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State