

WHEREAS; saving for college increases the likelihood that a student will enroll in college, and, in fact, a study has shown that having even \$500 or less in college savings significantly increases the likelihood of both enrolling in and graduating from college; and

WHEREAS; Wisconsin delivers one of the most highly rated college savings programs in the United States, the Wisconsin 529 College Savings Program, which has served our state's students and families for 24 years and has helped transform the lives of the thousands of Wisconsinites who have received its benefits while saving for higher education; and

WHEREAS; through its Edvest and Tomorrow's Scholar plans, the Wisconsin 529 College Savings Program has become a trusted source for encouraging financial wellness and is nationally recognized for delivering low-cost, easy, and effective ways to save for higher education; and

WHEREAS; in partnership with the Wisconsin 529 College Savings Program, Wisconsin's institutions of higher education—including community colleges, the Wisconsin Technical College System, the University of Wisconsin System, and the Wisconsin Association of Independent Colleges and Universities—work to make higher education a reality for folks across our state; and

WHEREAS; this month, the state of Wisconsin joins the Wisconsin Department of Financial Institutions in promoting the utilization of the Wisconsin 529 College Savings Program and its college savings plans, and encourages all individuals and families across our state to save for higher education;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim September 2021 as

COLLEGE SAVING MONTH

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 27th day of August 2021.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State