

WHEREAS; saving for college increases the likelihood that a student will enroll in college, and research suggests that having just \$500 or less in college savings significantly increases the likelihood of both enrolling in and graduating from college; and

WHEREAS; the Wisconsin 529 College Savings Program is a trusted resource for our state's students and families and has helped transform the lives of thousands of Wisconsinites who have received its benefits while developing a higher education savings strategy and a college and career readiness plan; and

WHEREAS; through its Edvest and Tomorrow's Scholar plans, the Wisconsin 529 College Savings Program promotes 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 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 2022 as

## **COLLEGE SAVINGS 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 19<sup>th</sup> day of August 2022.



TONY EVERS, Governor

By the Governor:



DOUGLAS LA FOLLETTE, Secretary of State