



For Immediate Release

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## **PATH2COLLEGE 529 PLAN & THE ATLANTA FALCONS SCORE MAJOR POINTS**

*Path2College & Atlanta's Hometown Favorites Team Up To Help Georgia Kids Get A Running Start On Education*

**WHO :** Path2College 529 Plan and the Atlanta Falcons  
**WHAT :** "Kick-off Your College Savings" Sweepstakes  
**WHERE:** Your Home Turf and at [www.path2college529.com](http://www.path2college529.com)

**ATLANTA** – Touchdown to win the game! Path2College and the Atlanta Falcons are teaming up to help kids win both on and off the field. The Path2College 529 Plan will be giving away the chance to bring Ben Hartsock and Michael Koenen of the Atlanta Falcons to your child's football practice or classroom and win a \$1,000 Path2College 529 scholarship account to start saving for a bright future through the "Kick-off Your College Savings" Sweepstakes launched yesterday. Not only will your child be able to show off their skills on the field, but you'll also score a touchdown for your child's future.

The exclusive "Kick-off Your College Savings" Sweepstakes will consist of four sweepstakes prizes:

- 1) \$1,000 Path2College Scholarship Account awarded in September
- 2) \$1,000 Path2College Scholarship Account AND a chance to "Bring a Falcon to Practice" awarded in October
- 3) \$1,000 Path2College Scholarship Account AND a chance to "Bring Falcon Cheerleader to Practice" awarded in October
- 4) \$1,000 Path2College Account AND a chance to bring your family to a private Falcons Practice at the Falcons' practice facility.

"We think the partnership with the Atlanta Falcons this summer is a perfect fit," says Chuck Penuel, Director of Path2College. "Since parents in Georgia shouldn't rely on football scholarships to pay their way through college, we'd like to provide them the opportunity to enjoy a well-rounded education. And, with the rising costs of college especially in this economy, even a small amount saved per month adds up!"

The Sweepstakes kicked off today, with a press conference at STATS restaurant from 11:30 a.m. to 1:00 p.m. In attendance were: Ben Hartsock and Michael Koenen from the Atlanta Falcons, Falcons Cheerleaders, Higher Education State Officials, Georgia Treasurer & Deputy Treasurer, Path2College representatives and many others.

For complete "Kick-off Your College Savings" Sweepstakes rules, prize details, and to enter, go to [www.path2college529.com](http://www.path2college529.com). Sweepstakes runs July 27 – November 22, 2009. No purchase necessary. Void where prohibited.

The Path2College 529 Plan is the State of Georgia's official 529 college savings plan and the *only* 529 college savings plan with a Georgia state income tax deduction. Any account earnings are free from federal and state income tax when used for qualified higher education expenses including tuition, student fees, books, supplies and certain room and board costs. The Path2College 529 Plan can complement the HOPE scholarship as funds can be used at virtually any school in the US and many schools abroad, and are not limited to colleges within the state of Georgia.

Join Ben Hartsock and Michael Koenen, along with the more than 100,000 account owners who have helped create the path to a brighter future. The program is a state-sponsored, tax-advantaged college savings plan administered by TIAA-CREF Tuition Financing, Inc. Introduced in 2002, families have accumulated over \$620 million in assets in the Path2College 529 Plan as of July 16, 2009. To contribute to your account or to open an account and start saving today please visit [www.path2college529.com](http://www.path2college529.com) or call **1.877.424.4377**.

**Consider the investment objectives, risks, charges and expenses before investing in the Path2College 529 Plan. Please visit [www.path2college529.com](http://www.path2college529.com) for a Disclosure Booklet containing this and other information. Read it carefully.**

**Before investing in a 529 plan, you should consider whether the state you or your Beneficiary reside in or have taxable income in has a 529 plan that offers favorable state income tax or other benefits that are only available if you invest in that state's 529 plan.**

**We are required to notify you that the tax information contained herein is not intended to be used, and cannot be used, by any taxpayer for the purpose of avoiding tax penalties. It was written to support the promotion of the Path2College 529 Plan. Taxpayers should seek advice based on their own particular circumstances from an independent tax advisor.**

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