



FINANCE AND ADMINISTRATION CABINET
KENTUCKY HIGHER EDUCATION ASSISTANCE AUTHORITY

Steven L. Beshear
Governor

P.O. Box 798
Frankfort, Kentucky 40602-0798
Phone: 502.696.7381
Fax: 502.696.7574
www.kheaa.com

Jonathan Miller
Secretary

Edward J. Cunningham
Executive Director

Contact: Lori Powers
Phone: (502) 696-7378
E-mail: lpowers@kheaa.com

FOR IMMEDIATE RELEASE

Kentucky students may win \$2,500 toward college and \$1,000 for their school

FRANKFORT, Ky. (February 26, 2010) — Kentucky students in grades K-6 may win \$2,500 toward college and \$1,000 for their school in the Dream Out Loud Challenge, sponsored by the Kentucky Education Savings Plan Trust (KESPT). Students are invited to submit an original drawing, poem, essay or video answering the question “*How will I change the world after I go to college?*”

The purpose of the challenge is to remind families that it is never too early to start saving and planning for higher education. A panel of judges will select one winner per category: grades K-2, grades 3-4 and grades 5-6. The contest runs through March 15, 2010. Entries must be postmarked by March 15 and received by March 25, 2010.

“We want to ensure that Kentucky families are aware of their options when it comes to saving for higher education and inspire children to think about their futures,” said David Lawhorn, KESPT administrator. “The challenge helps prompt family discussion about how higher education can help children realize their dreams and to promote the importance of saving early for college.”

KESPT is Kentucky’s official 529 college savings plan. It is administered by the Kentucky Higher Education Assistance Authority (KHEAA) and managed by TIAA-CREF Tuition Financing. A 529 plan is designed to help parents, grandparents and others invest in a child’s future college education.

Visit www.DreamOutLoudKY.com to learn more about the challenge, including official rules and a complete description of entry requirements. No purchase necessary. Void where prohibited.

For more information about Kentucky scholarships and grants, visit www.kheaa.com; write KHEAA, P.O. Box 798, Frankfort, KY 40602-0798; or call (800) 928-8926, ext. 6-7372.

-30-

