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February 19, 2026

my529 launches incentiFive program to help Utah families kickstart newborns' education savings

Five-year incentive program encourages early saving by rewarding families who contribute \$100 annually with up to \$929 from my529

(Salt Lake City) [my529](#), Utah's official nonprofit 529 educational savings plan, announced today the launch of [incentiFive](#), a new five-year savings incentive program designed to help Utah families build an education savings habit for their newborns.

incentiFive is available to eligible Utah parents who enroll during the 2026 sign-up period and make a minimum contribution of \$100 per year for five years into their child's my529 account. If families meet the annual contribution requirement, my529 will award \$100 in incentive contributions in years one through four, and a final \$529 incentive contribution in year five — for a total of \$929 from my529 over the five-year period. All together, that's at least \$1,429 in contributions to a child's education savings account by the time they reach kindergarten.

"This program is about helping families take small, consistent steps now that can make a real difference later," Bryn Ramjoue, Marketing Director at my529, said. "incentiFive rewards Utah parents for building an education savings habit early — and it's one more way we're enhancing our commitment to Utah kids by helping families put educational opportunity within reach from day one. We want every new parent to feel supported as they start saving, because those early steps can grow into more choices and brighter futures."

For 2026, eligible beneficiaries are babies born between September 1, 2025, and August 31, 2026. The sign-up period for Utah parents is January 1, 2026, to December 31, 2026.

Parents can [enroll](#) by opening a new my529 account or connecting an existing my529 account through the incentiFive portal. Contributions may come from a variety of sources, including gifts from friends and family, employer contributions, or rollovers that count toward the annual minimum.

To learn more and get started, visit my529.org/incentiFive or call 800-418-2551.

About my529

my529, Utah's official nonprofit 529 educational savings plan, is highly rated by Morningstar Inc.

Accounts are free to open, and my529 requires no minimum deposit or account balance. my529's user-friendly website, my529.org, makes it easy to open, manage and contribute to an account online.

To learn more, visit my529.org, call toll-free at 800.418.2551, or email info@my529.org.

Important Legal Notice

Investing is an important decision. The investments in your account may vary with market conditions and could lose value. Carefully read the Program Description in its entirety for more information and consider all investment objectives, risks, charges and expenses before investing. For a copy of the Program Description, call 800.418.2551 or visit my529.org.

Investments in my529 are not insured or guaranteed by my529, the Utah Board of Higher Education, the Utah Education Savings Board of Trustees, any other state or federal agency, or any third party. However, Federal Deposit Insurance Corporation (FDIC) insurance is provided for the FDIC-Insured investment option. In addition, my529 offers investment options that are partially insured for the portion of the respective investment option that includes FDIC-insured accounts as an underlying investment.

The state in which you or your beneficiary pay taxes or live may offer a 529 plan that provides state tax or other benefits, such as financial aid, scholarship funds and protection from creditors, not otherwise available to you by investing in my529. You should consider such benefits, if any, before investing in my529.

my529 does not provide legal, financial, investment or tax advice. You should consult your own tax or legal advisor to determine the effect of federal and state tax laws on your particular situation.

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