

FOR IMMEDIATE RELEASE:

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my529 celebrates 30 years with 5·29 Day incentive campaign

Utah residents may receive up to \$50 in promotional contributions to their educational savings accounts

(Salt Lake City) my529 has been helping families save for education for 30 years. To celebrate the anniversary, Utah's educational savings plan wants to boost the savings potential for Utahns new to the plan.

Join my529 by commemorating National 5·29 Day on May 29. Open a new my529 account this month to take advantage of a promotional offer that encourages Utah residents to kick-start an investment in the future.

A \$50 promotion

To be eligible to receive a **\$30 matching contribution** from my529, open an account for a beneficiary who is new to my529 and contribute \$30 or more to the new account between May 1 and June 1, 2026. Use the code **529DAY26** during the account setup process. my529 will match the \$30 contribution by the end of June. **Account owners must be Utah residents. The beneficiary does not need to be a Utah resident.**

For an **additional \$20** from my529 — a **total of \$50** including the initial \$30 match — the account owner must set up scheduled monthly contributions on the new account. The recurring contribution must occur for six consecutive months to be eligible. my529 will contribute \$20 to qualifying accounts on or around December 31, 2026, so long as promotional funds are available.

Signing up is easy at my529.org.

How to use my529 funds

Funds saved in a my529 account can be used for qualified education expenses such as tuition and required fees, books, equipment, computers, internet access and room and board (for students enrolled at least half time). There is a wide range of schools where funds can be used – college, university, trade school, technical college and graduate school. Additionally, funds can be spent on registered apprenticeships, qualified postsecondary credentialing expenses, student loan repayments up to certain limits, and K-12 expenses up to \$20,000 annually for public, private or religious schools.

When it's time for postsecondary education, the use of my529 funds is not limited to Utah schools. Beneficiaries can attend any eligible educational institution in the United States or abroad that is qualified to participate in federal student aid programs.

Don't let the news about rising higher education costs overwhelm you. Saving small amounts early and often can add up over time and you can use [my529's College Savings Estimator](#) to investigate various projections for future college costs. Customize your inquiries — in-state, public, private — or even specific schools and generate a personalized report with separate tabs for each future graduate.

If you have questions about my529 or 529 plans, or need a quote for your article, please reach out to Bryn Ramjoué, my529 Marketing Director, at 801-321-7110, or email her at press@my529.org.

About my529

my529, Utah's official nonprofit 529 educational savings plan, is rated by Morningstar Inc. as one of only five plans nationwide to earn the Analyst Rating™ of Gold. The 2025 award marks the 15th consecutive year my529 has earned the investment research firm's top rating.

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, 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.

A Morningstar Analyst Rating™ for a 529 college savings plan is not a credit or risk rating. Analyst ratings are subjective in nature and should not be used as the sole basis for investment decisions. Morningstar does not represent its analyst ratings to be guarantees. Please visit Morningstar.com for more information about the analyst ratings, as well as other Morningstar ratings and fund rankings.