



Oregon College Savings Plan Launches Reading Program

"Reading is an Investment" encourages elementary kids in Oregon to read

SALEM, Ore. – Oct. 15, 2013 – The [Oregon College Savings Plan](#) has chosen to invest in the future of Oregon's children by sponsoring **Reading is an Investment**, a literacy and financial education program that highlights the importance of reading among grade K-5 elementary school children throughout the state. The free program also teaches kids about money and basic financial concepts. The program launched earlier this month and runs through April 30, 2014.

"This program is another excellent opportunity for the Oregon College Savings Plan to support literacy in the state, which we believe translates to getting into college," explained Michael Parker, executive director of the Oregon 529 College Savings Network. "It also gives families and kids a chance to really understand the importance of basic financial concepts."

Parents, guardians and teachers are encouraged to enroll their children/students in the Reading is an Investment program, either on their own or as part of a classroom project. They can then refer to the recommended reading list for suggestions about what books to read, available at www.readingisaninvestment.com or from their child's school librarian. Entry forms include a reading log, which entrants are encouraged to complete on behalf of a child.

As part of the campaign, the Oregon College Savings Plan is donating two books about money and financial concepts to every public elementary school in the state, along with complementary lesson plans. This year's books are "**Earning Excitement**" by **Paul Nourigat** and "Isabel's Car Wash" by Shelia Bair (former chair of the Federal Deposit Insurance Corporation).

Entrants who submit a reading log will receive a prize packet for their child. Entrants will also be automatically entered into a random drawing to win one of 50 \$529 Oregon College Savings Plan accounts (10 accounts will be awarded in each of Oregon's five Congressional districts). Each winner's school will also win \$500.

Enter online at www.readingisaninvestment.com or mail entry form (available at schools or at the website) to: Oregon College Savings Plan, C/O Fulfillment Center, 905 NW 17th Ave, Portland, OR 97209-9910. For more information, including official rules and prize details, visit www.readingisaninvestment.com.

About The Oregon College Savings Plan

The Oregon College Savings Plan, which is part of the Oregon 529 College Savings Network, launched in January 2001 and has grown to more than \$922 million in assets as of August 2013. The plan is managed by TIAA-CREF Tuition Financing, Inc. For more information about the Oregon College Savings Plan, its investment options and how to enroll, visit www.oregoncollegesavings.com or call toll free 866-772-8464.