



Celebrate Good Fortune with ScholarShare's "Lunar New Year" Sweepstakes

California's 529 College Savings Plan Offers Chance to Win Fun Prizes for 100 Lucky Entrants

**For Immediate Release
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SACRAMENTO, Calif. – [ScholarShare](#), California's 529 college savings plan, recently announced its "Lunar New Year" Sweepstakes in celebration of sharing good fortune and luck this Lunar New Year. Running now through Mar. 7, 2015, sweepstakes entrants have a chance to win exciting family-friendly prizes, such as movie tickets, Diploma Dog Banks and ScholarShare swag bags.

The "Lunar New Year" sweepstakes will be hosted on ScholarShare's [Facebook](#) page. To enter, California parents, guardians or family members must submit one official entry form through the ScholarShare Facebook page. Each sweepstakes entrant may submit one official entry form per day during the sweepstakes period.

Winners will be randomly selected daily during the sweepstakes period to receive notification of winning 1 of the 100 prizes. The "Lunar New Year" sweepstakes will officially kick-off at 12:00 a.m. PT on Thursday, Feb. 12, 2015 and will close at 11:59 p.m. PT on Saturday, Mar. 7, 2015. More details about the sweepstakes, including official rules, prize details and eligibility, are available on ScholarShare's Facebook page. No purchase necessary. Void where prohibited. Sponsored by ScholarShare.

ScholarShare, recently awarded a Bronze medal rating by Morningstar, a prominent ratings agency, has the tools to make it easier than ever for family and friends to contribute. Through ScholarShare's "[Give a Gift](#)" option, anyone can open a new 529 plan account as a gift or make a gift contribution to an existing one. College savings specialists are available for phone and in-person consultations at no cost to answer questions.

ScholarShare offers a wide variety of low-cost investment options. It also provides valuable tax advantages. Any US citizen, or resident alien with a valid Social Security Number or Taxpayer Identification Number, can open a new account. Funds can be used at any eligible educational institution in the nation, and some abroad, for a variety of qualified higher education expenses, including mandatory fees, books, supplies, or even certain room and board costs.

About the ScholarShare 529 College Savings Plan:

ScholarShare accounts may be opened with as little as \$25. ScholarShare has no annual account maintenance fee, no income limit and offers a high maximum account balance. Established in 1999, ScholarShare currently holds more than \$6.1 billion in assets in more than 260,000 accounts as of

01/31/15. To sign up for an account or for more information about the plan, visit www.scholarshare.com. For information about the ScholarShare Investment Board (SIB), visit www.treasurer.ca.gov/scholarshare. Like ScholarShare on Facebook at www.facebook.com/scholarshare529 and follow us on Twitter at [@ScholarShare529](https://twitter.com/ScholarShare529).

Named for the section of the IRS code under which they were created, 529 plans offer valuable tax advantages. Contributions are made with money that has already been taxed. Once funds are placed in the account, investment earnings, if any, are not federally or state taxed, if withdrawn to pay for qualified higher education costs.

Consider the investment objectives, risks, charges and expenses before investing in the ScholarShare 529 College Savings Plan. Please visit www.scholarshare.com for a Program 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.

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. Taxpayers should seek advice based on their own particular circumstances from an independent tax advisor. Non-qualified withdrawals may be subject to federal and state taxes and the additional federal 10% tax. Non-qualified withdrawals may also be subject to an additional 2.5% California tax on earnings.

Investments in the Program are neither insured nor guaranteed and there is the risk of investment loss.

The ScholarShare 529 College Savings Plan Twitter and Facebook pages are managed by the state of California.

TIAA-CREF Tuition Financing, Inc., Plan Manager.

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