



**Utah Educational  
Savings Plan®**

## ***Press Release***

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**FOR IMMEDIATE RELEASE:**

Contact: Media Relations, 801.321.7157

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### ***2<sup>nd</sup> Annual Utah Educational Savings Plan “Make Your Mark” Bookmark Contest Eight \$1,000 College Savings Certificates to be awarded***

**(Salt Lake City)** In support of Governor Gary Herbert declaring September as College Savings Month in Utah, the Utah Educational Savings Plan (UESP) is holding its second annual “Make Your Mark” bookmark design contest and will award \$8,000 in UESP college savings certificates. Eight winners will each receive a \$1,000 UESP college savings certificate.

“The start of a new school year is a great time to remind Utahns that obtaining a college education is one of the most important things our children can do to achieve success in life,” says Bill Sederburg, Commissioner of Higher Education. “Preparing for future college expenses early on in a child’s life helps to improve the chance for future success.”

Utah students have the opportunity to design a bookmark on the official UESP and Zions Bank entry form and submit it to UESP for entry into the contest. Final judging for the “Make Your Mark” bookmark design contest will be done by Governor Gary Herbert; Ann Millner, president of Weber State University; LaVell Edwards, former BYU head football coach; and Deborah Bayle, president and CEO of United Way of Salt Lake. The contest is open to Utah residents who are students in kindergarten through 12<sup>th</sup> grade and entries will be accepted beginning Thursday, Sept. 1, 2011, through 5 p.m. MT, Friday, Sept. 30, 2011. The official bookmark template and contest rules are available to download from UESP’s website ([uesp.org/bookmark](http://uesp.org/bookmark)).

“We were so impressed by the thousands of entries we received last year during our first ‘Make Your Mark’ contest,” says Lynne Ward, Executive Director of the Utah Educational Savings Plan. “By expanding the contest, we hope to encourage even more participation and raise awareness about the importance of saving for college.”

The “Make Your Mark” bookmark design contest is also supported by Zions Bank. The winning bookmarks will be printed and featured in UESP and Zions Bank marketing materials. The winners will be announced on Oct. 26, 2011, and the names will be posted on the UESP website ([uesp.org/bookmark](http://uesp.org/bookmark)).

#### **About the Utah Educational Savings Plan**

UESP, Utah’s official nonprofit 529 plan, is consistently ranked among the nation’s top 529 plans and is highly recommended by *Money* magazine, CBSMoneyWatch.com and financial expert Clark Howard. These high rankings can be attributed to UESP’s industry innovations, such as an FDIC-insured savings account, customized allocation investment options and efforts to be the industry’s low-cost leader.

UESP requires no minimum deposits or balances to open an account, so families can save a little or a lot according to their own schedules. With a user-friendly website, [uesp.org](http://uesp.org), UESP makes it easy to open, manage and contribute to an account online. Earnings on UESP accounts grow tax deferred and are federal and Utah state tax free when used for qualified higher education expenses such as tuition and fees, certain room and board costs, and required books and supplies at any eligible educational institution that participates in federal financial aid programs for students, not just institutions in Utah.

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*Read the Program Description for more information and consider all risks, objectives, charges and expenses before investing. Call 800.418.2551 for a copy of the Program Description or visit [uesp.org](http://uesp.org).*

*Investments in UESP are not guaranteed by UESP, the Utah State Board of Regents, the Utah Higher Education Assistance Authority (UHEAA) or any other state or federal agency. However, Federal Deposit Insurance Corporation (FDIC) insurance is provided for the FDIC-insured savings account. Please read the Program Description to learn about the FDIC-insured savings account. Your investment could lose value.*

*Non-Utah taxpayers and residents: You should determine whether the state in which you or your beneficiary pay taxes or live offers a 529 plan that provides state tax or other benefits not otherwise available to you by investing in UESP. You should consider such state tax treatment and benefits, if any, before investing in UESP.*