



FINANCE AND ADMINISTRATION CABINET
KENTUCKY HIGHER EDUCATION ASSISTANCE AUTHORITY

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FOR IMMEDIATE RELEASE

Kentucky students may win \$1,500 toward college, \$500 for their school

FRANKFORT, Ky. (January 10, 2012) — Kentucky students in grades K-6 have a chance to win \$1,500 toward college and \$500 for their school in the “Dream Out Loud Challenge.” Students are invited to submit an original drawing, poem, essay or video answering the question: “How will I change the world after I go to college?”

The challenge, sponsored by the Kentucky Education Savings Plan Trust (KESPT), is intended to remind families that it is never too early to start saving and planning for higher education. Nine winning entries will be selected by a panel of judges. One winner will be chosen from each of three submission categories — drawing, video and essay or poem — in grades K-2, grades 3-4 and grades 5-6. The winning students will receive a \$1,500 KESPT college savings account, and their schools will win \$500. The contest runs from Jan. 16 through March 16, 2012. Entries must be postmarked by March 16 and received by March 23.

“This is the third year that we have sponsored the Dream Out Loud Challenge, and each year the response from Kentucky students has been terrific,” said David Lawhorn, KESPT administrator. “The challenge provides a way to encourage children in Kentucky to dream about their future and also start the discussion of attending college at a young age — which is very beneficial for our entire state.”

KESPT is Kentucky’s official college savings plan and is administered by the Kentucky Higher Education Assistance Authority and managed by TIAA-CREF Tuition Financing. The plan helps parents, grandparents and others invest in a child’s future college education.

Visit www.kysaves.com to learn more about the challenge, including official rules and a complete description of entry requirements. No purchase necessary. Void where prohibited.

To learn how to plan and prepare for higher education, go to www.gotocollege.ky.gov. For more information about Kentucky scholarships and grants, visit www.kheaa.com; write KHEAA, P.O. Box 798, Frankfort, KY 40602; or call (800) 928-8926, ext. 6-7372.

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