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## Path2College 529 Plan sponsors second summer reading contest

Setting summer reading goals is a challenge many students take on to help them prepare and remain focused for the coming school year. Last year, one Athens student's participation in Georgia's summer reading program paid off in more ways than one. Calvin Fetner was presented with \$5,529 toward his college savings after his mother entered him into the *Make a Splash – Save for College Sweepstakes*. The Athens-Clarke County Library was also a winner, receiving \$1,000 for its children's and teen's department through the sweepstakes. Calvin's entry was randomly selected from over 5,200 online entries.

The sweepstakes, administered by the Path2College 529 Plan – Georgia's official 529 plan – also awarded the Georgia library with the greatest number of sweepstakes entries and the Georgia library system with the greatest percentage of their registered users entering the sweepstakes, \$1,529 for their children's and teen's materials and programming. The Grayson branch in Gwinnett County was the lucky winner for the Georgia library with the greatest number of entries and the DeKalb County Public Library was the Georgia library system with the greatest percentage of their registered users entering last year's sweepstakes.

This year, another lucky Summer Reading Program participant will once again win more than \$5,000 to apply toward their future education, as the Path2College 529 Plan partners with public libraries across the state to offer the *"Destination College Savings Sweepstakes."*

The Path2College 529 Plan, managed by TIAA-CREF Tuition Financing, Inc., will sponsor the sweepstakes, which will launch May 1 and run through July 31. At its conclusion, the grand prize winner will receive \$5,529 towards a Path2College 529 Plan account and the home library of the winner will receive \$1,000 to be used for its children's and teen's department. In addition, the Georgia library with the greatest number of entries and the Georgia library system with the greatest percentage of their registered users entered into the sweepstakes will each win \$1,529 for their children's and teen's materials and programming.

In April, each of Georgia's 61 public library systems will receive a sweepstakes information kit from the Path2College 529 Plan. The kit will contain official sweepstakes rules, along with promotional materials that will include bookmarks, table tents, posters, and pin-on buttons.

Beginning May 1, legal residents of the State of Georgia who are at least 21 years of age and are a parent, grandparent or legal guardian of any child born in 1995 or after may enter the sweepstakes online at [www.path2college529.com](http://www.path2college529.com). Employees, directors, officers, trustees and agents, and their respective immediate household and family members (spouses and children, parents and siblings and their spouses) of the Path2College 529 Plan and Employees, directors, officers, trustees and agents, and their respective immediate household and family members (spouses and children, parents and siblings and their spouses) of any Georgia public library or the Board of Regents of the University System of Georgia are not eligible.

The Path2College 529 Plan will conduct a random drawing among all sweepstakes entries for the \$5,529 Path2College 529 Plan account winner in early August. The winner, along with the two winning libraries and winning library system, will be recognized at a press event in early September.

"Preparation for college comes in many forms, both academic and financial," said Chuck Penuel, Director of the Path2College 529 Plan. "We hope this sweepstakes will draw more children to the library this summer where they can continue to practice their reading skills and will help parents better understand that the steps they take today can make tomorrow's dream of achieving a higher education for their loved one a reality."

"Libraries across the state continually work to make reading fun and get kids involved in the Summer Reading Program and reading year-round. We want to congratulate our 2010 winners as their efforts have helped them receive additional funding that will improve the services we can offer to our state's children and youth," said Elaine Black, director of Youth Services for Georgia Public Library Service. "We hope that by raising awareness through programs like this, even more families will read with their children throughout the year to help them improve their literacy skills and better prepare them for their future. I'm certain the state's librarians will do all they can do to help us make this year's sweepstakes even more successful than last year!" ▶▶