



FOR IMMEDIATE RELEASE

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**Child Enrichment Receives \$1,529 Holiday Contribution from
Path2College**

Community-Based Promotion Raises Awareness of Local Charities, College Savings

AUGUSTA, Ga. – 'Tis the season of holiday cheer and giving back to the community. The ***Path2College 529 Plan*** sparked some friendly competition among local charitable organizations from across the state by selecting 11 charities and holding a vote on its website that allowed Georgia residents to choose which charity would receive a donation of \$1,529. Child Enrichment was voted the winner.

“We are amazed and happy that we won, and while the money is great, the exposure has been fantastic. This promotion gave us an interesting way to communicate with people that now know something about Child Enrichment and the 529 Plan, so it was a win-win for both,” said Dan Hillman, executive director of Child Enrichment.

Child Enrichment, Inc., provides and coordinates comprehensive intervention, stabilization, advocacy and prevention in the best interests of abused, abandoned, neglected and sexually abused children.

Hillman said he knew it would take some work to win the promotion, but Child Enrichment's efforts “took off” through emails and Facebook.

“We thought this would be a fun way to not only raise awareness about the importance of saving for college, but also the important role of local charities during the holiday season,” said Chuck Penuel, director of the ***Path2College 529 Plan***. “It's the season of giving, so even though our promotion only had one winner, we hope that the exposure from this promotion will help

increase contributions to each of these charities this year and in 2011. We also hope that while families are thinking of giving, they will consider giving their children the gift of an education by investing in the ***Path2College 529 Plan.***”

The ***Path2College 529 Plan*** is offered by the state of Georgia and provides a way for families to save money for their child’s college expenses. Named after Section 529 of the Internal Revenue Code, 529 plans allow tax-advantaged investment plans to be set up for college savings. This tax-advantaged 529 college savings plan can be used at institutions in Georgia and nationwide to pay for college tuition and other qualified expenses, such as books, fees, supplies, and certain room and board costs.

“I have a daughter who is a senior in college, and we started saving early, but not enough. Any bit of savings is helpful, but I wish 529 plans had been around 20 years ago,” said Hillman.

For as little as \$25, parents, grandparents and other gift givers can make a contribution to or set up a child’s 529 plan by visiting www.Path2College529.com. Simply click on *Give a Gift* and find certificates for a gift this holiday season, or any occasion throughout the year. There are certificates available for Christmas, Hanukkah, Kwanzaa, birthdays, new babies and many more.

“With the cost of tuition rising, it’s more important than ever to begin to plan financially for your child’s education,” said Penuel. “The gift of a college education is priceless, and while \$25 contributions may not seem like much, small amounts contributed regularly over time can really add up and help make the dream of going to college a reality.”

With the ***Path2College 529 Plan***, any contributions and earnings used to pay for qualified higher education costs are free from federal and Georgia income tax. In addition, all Georgia taxpayers may deduct up to \$2,000 in contributions each year on behalf of any beneficiary regardless of their annual income. The plan is easily understood with low plan fees and no income limitations. Contributions can be made through a check, an electronic funds transfer, an automatic contribution plan, or a transfer of funds from another 529 college savings plan.

To open a ***Path2College 529 Plan*** account, visit www.path2college529.com or call toll-free 1-877-424-4377.

Child Enrichment Inc., was established in 1977 by a group of physicians, nurses and social workers to help abused children overcome their experience and rebuild their lives. In 1978, an emergency shelter was the first of many services to be developed for abused children. Later in 1995, the organization merged with The Augusta Child Advocacy Center, adding comprehensive child advocacy services. Child Enrichment has helped over 16,000 local, abused, abandoned and neglected children since opening its doors. The children have different backgrounds, races, religious beliefs and experiences. As a 501(c)(3) nonprofit organization, the programs and services provided by Child Enrichment, Inc., depend heavily on the support of those who believe in its mission and care about the plight of abused children.

The **Path2College 529 Plan** is managed by TIAA-CREF Tuition Financing, Inc., which is part of the TIAA-CREF group of companies. TIAA-CREF was founded by Andrew Carnegie and is one of the largest financial services firms in the U.S. with over \$434 billion in assets under management as of September 30, 2010.

Consider the investment objectives, risks, charges and expenses before investing in the Path2College 529 Plan. Please visit www.path2college529.com for a 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 earnings portion of non-qualified withdrawals is subject to income taxes and the additional 10% federal tax.

Account value for the Investment Options is not guaranteed and will fluctuate based upon a number of factors, including general market conditions.

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