



**THE OFFICE OF
STATE TREASURER
DENISE L. NAPPIER**

NEWS

FOR IMMEDIATE RELEASE
Monday, February 7, 2011

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CHET's Third Annual Competition Challenges Connecticut Students to Dream Big!

Drawing and Writing Contest Inspires Creative Thinking About College

HARTFORD, Conn. (February 7, 2011) – The Connecticut Higher Education Trust (CHET), Connecticut's direct-sold 529 college savings program, has launched the 2011 CHET Dream Big! Competition. The Drawing and Writing Contest is designed to inspire Connecticut students in grades K through 5 (or equivalent if homeschooled) to express themselves in a way that is artistic and educational and motivates them to "dream big" about their future careers after college.

In the Competition's first year more than 1,800 entries were received. Last year more than 3,200 entries were submitted from across the state.

"With the success of the previous two years, we are excited to launch the third annual contest," said Connecticut State Treasurer Denise L. Nappier, who serves as trustee for CHET. "It is important for us to educate families of the importance and potential value of saving early to combat the rising cost of a future college education."

According to a 2010 national survey by The College Board, *Trends in College Pricing 2010*, in-state tuition and fees at a public four-year institution during 2010-11 increased by 7.9 percent from 2009-10, to an average of \$7,605 per year.¹

"Our goal is to get families to invest early for future education expenses," said Nappier. "The greatest potential to prepare for college costs occurs when a family starts early and continues to invest in a child's future over time."

This year's winners will be awarded CHET direct-sold 529 account prizes. There will be a total of 96 County and 48 Merit winners, with the parents or legal guardians of winning students receiving \$250 and \$50 CHET direct-sold 529 accounts, respectively. Additionally, the top ten teachers whose students submit the most entries will each receive a \$50 check prize to help purchase classroom supplies.

¹ College Board Advocacy & Policy Center. "Trends in College Pricing 2010." *College Board*, 2010. Web. 21 December 2010 http://trends.collegeboard.org/college_pricing/.

The CHET Dream Big! Competition helps families get started in talking about college by asking children in grades K through 1 and grades 2 and 3 to draw a picture that represents their answer to the question, "What do I want to do after I go to college?" Students in grades 4 and 5 are asked to write an essay explaining, "How will I change the world after I go to college?" An awards ceremony will be held at the end of the school year, during which time friends and family will be invited to join the celebration.-

Superintendents and school principals in each of Connecticut's eight counties have been contacted and urged to encourage participation in the Competition, which is running from February 7 through April 4, 2011. All entries for the CHET Dream Big! Competition must be postmarked by April 4 and received by April 9, 2011. The Contest is sponsored by the Connecticut State Treasurer's Office and TIAA-CREF Tuition Financing, Inc. (TFI), CHET Program Manager.

For official Contest rules, prize details, and more information, or to receive CHET Dream Big! materials, schools and parents are asked to call **(860) 305-4605** or visit www.chetdreambig.com. The CHET Dream Big! Competition is sponsored by the Connecticut State Treasurer's Office, TIAA-CREF Tuition Financing, Inc. and CHET.

NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.

The CHET direct-sold 529 college savings plan was established in 1997 and has grown to \$1.44 billion in assets with more than 99,513 accounts (as of December 31, 2010). Connecticut State Treasurer Denise L. Nappier serves as Trustee of CHET and has the statutory responsibility to manage the program.

Consider the investment objectives, risks, charges and expenses before investing in the Connecticut Higher Education Trust (CHET). Please visit www.aboutchet.com for a Disclosure Booklet containing this information and other information. Read it carefully.

Before investing in a CHET direct-sold 529 college savings plan, you should consider whether the state you or your designated 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 the state's 529 plan.

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

The CHET direct-sold plan is managed by TIAA-CREF Tuition Financing, Inc. CHET is administered by the Connecticut State Treasurer's Office.

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