



**KEN MILLER**  
**OKLAHOMA STATE TREASURER**

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**Winners Announced in Kids on College Survey Sweepstakes**

*State Treasurer Ken Miller releases surprising numbers and quotes gathered in survey for Oklahoma 529 College Savings Plan Month*

**OKLAHOMA CITY, OK** - State Treasurer Ken Miller today announced that fifteen percent of Oklahoman children who took a Kids on College Survey believe their college education will cost one million dollars per year and eight percent surveyed believe it will cost \$5.

The sweepstakes sponsored by the Oklahoma 529 College Savings Plan (OCSP) offered a survey which challenged Oklahoma kindergarten through fifth grade students and their parents to test their knowledge about college and its future costs. The promotion ran during September which is Oklahoma 529 College Savings Plan Month.

“This Kids on College Survey Sweepstakes was designed to increase awareness of the importance of saving for college and that’s why we encouraged families to complete the survey together,” said Miller. “I think the result was a fun exercise that served as a reminder to parents and grandparents of the need to start saving now for their child’s higher education.”

The survey results show that 96 percent of Oklahoma children are looking forward to going to college when they graduate from high school. However, many Oklahoma children, especially children in Kindergarten through 2<sup>nd</sup> grade, don’t have a solid understanding of the actual costs of college. Less than half (47%) of all children surveyed (K-5<sup>th</sup> grade) chose the correct dollar amount, when asked how much money they will need to go to college for one year. Twenty-three percent of Kindergarten through 2<sup>nd</sup> graders said it costs “one million dollars per year” and 13 percent said college costs “\$5 per year.”

A strong majority (95%) of Oklahoma 3<sup>rd</sup> through 5<sup>th</sup> graders said they understand they must make good grades in school to be ready for college someday. While 82 percent of Kindergarten through 2<sup>nd</sup> graders selected “make good grades in school,” 18 percent selected “train an elephant” or “learn to fly an airplane” as things they must do to be ready for college in the future.

The survey also asked respondents to answer one open-ended question which began- I think going to college will help me because.... Answers to this statement included:

“Because my momma said so...”

“I want to make my own video games for my play station...”

“So I can be who I want to be...”

“I want to be a dentist and a CIA guy...”

“I want to further my education and become a ninja...”

The Kids on College Survey Sweepstakes randomly selected a student from kindergarten, first, second, third, fourth and fifth grades who took the survey. Each of the six student won \$529 towards an Oklahoma 529 College Savings Plan. Congratulations to the following winners:

Kynlee Murphy, Depew, Kindergarten, Edison Elementary in Bristow

Victoria McClain, Norman, First grade, Oklahoma Virtual Academy

Maribel Cavazos, Choctaw, Second grade, Schwartz Elementary

Lauren Morris, Vici, Third grade, Vici Elementary

Lily Rhodes, Edmond, Fourth grade, Rose Union Elementary in Deer Creek

Amanda Stone, Enid, Fifth grade, McKinley Elementary

The Oklahoma 529 College Savings Plan partnered with GAP Stores in Oklahoma on the sweepstakes and GAP awarded \$529 toward the music/art programs of each winning child’s school.

Aileen Miller, GAP Stores district manager, said store managers across the state are excited to take part in this partnership, which will give back to schools in local communities.

“The Kids on College Survey Sweepstakes was a fun and interactive promotion. We were thrilled to partner with the Oklahoma 529 College Savings Plan and give back to the schools in our communities statewide,” she said. “I encourage everyone to see more of the responses from the kids who took the survey. It’s a pretty eye-opening and entertaining read.”

More responses on the Kids on College Survey Sweepstakes from kids all around the state can be found at [www.ok4savings.org](http://www.ok4savings.org)

**About the Oklahoma 529 College Savings Plan:**

Oklahoma taxpayers may deduct from their Oklahoma adjusted gross income up to \$10,000 in contributions to the Oklahoma 529 College Savings Plan for individual taxpayers and up to \$20,000 for taxpayers filing a joint return with a five-year carryforward.\* Amounts deducted may be subject to recapture if a non-qualified withdrawal or rollover is taken (depending on the timing of such transactions), resulting in adverse Oklahoma income tax consequences. Read the Disclosure Booklet carefully.

All contributions and any earnings to an OCSP account are federal and Oklahoma income tax-deferred, and distributions are also federal and Oklahoma income tax-free when qualified withdrawals are made to fund an array of student expenses at most institutions of higher learning. Funds may be used at virtually any private or public university, college or career technology center nationwide, and the savings can be applied to tuition as well as other qualified expenses including fees, books, supplies and certain room and board costs.

For more information about the Oklahoma 529 College Savings Plan or to open an account, visit the website at [www.ok4saving.org](http://www.ok4saving.org) or call 1-877-654-7284.

The Oklahoma College Savings Plan is a state-sponsored, tax-advantaged 529 college savings plan managed by TIAA-CREF Tuition Financing Inc. Introduced in April 2000, the Oklahoma 529 College Savings Plan currently has more than \$404 million in total assets and more than 45,000 accounts, as of September 29, 2011.

\* To the extent a taxpayer does not take a deduction for contributions made for that tax year, they may make a deduction over the following five years, provided the amount deducted each year does not exceed the deduction limit.

***Consider the investment objectives, risks, charges and expenses before investing in the Oklahoma College Savings Plan. Please call toll-free 1-877-654-7284 for a Disclosure Booklet containing this information. Read it carefully.***

***The tax information contained in this material is not intended to be used, and cannot be used by any taxpayer, for the purpose of avoiding tax penalties that may be imposed on the taxpayer. Taxpayers should seek advice based on their own particular circumstances from an independent tax advisor.***

Non-qualified withdrawals are subject to income taxes and the federal additional 10% tax.

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

TIAA-CREF Tuition Financing, Inc., Plan Manager.

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