PRESS RELEASE
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READ THIS SUMMER AND WIN MONEY FOR COLLEGE
"Reading Makes Cent$" Summer Library Promotion Begins

HARTFORD, CT (June 24, 2013) - Children across Connecticut who read this summer will have countless opportunities to lose themselves in fantastic stories and, as an added benefit, have the chance to win a $250 contribution to a Connecticut Higher Education Trust (CHET) 529 college savings account.

CHET is sponsoring the **Reading Makes Cent$ Summer Library Promotion,** in partnership with the Connecticut State Library and the Connecticut Library Consortium, to encourage children to read through their local library's summer reading program.

From June 3rd through August 16th, parents or guardians of children in kindergarten through eighth grade will have a chance to win a $250 contribution to a CHET direct-sold 529 college savings account. Eight winners -- one from each Connecticut county -- will be randomly chosen. In addition, libraries will win as well: libraries listed on the winning entries will each receive $250 that can be used for future children's programs.

"Reading is the foundation of all academic work, and meeting the demands of a college workload is much easier when solid reading habits are developed at a young age. The same can be said for financing a college education: saving for the escalating costs of higher education is less daunting when started early. **Reading Makes Cent$** supports the efforts of local libraries throughout the state to keep children reading as an important and fun part of everyday life," said State Treasurer Denise L. Nappier, Trustee for CHET.

This year marks the fourth year that CHET has sponsored a literacy program during the critical summer vacation months. The College Board, in a 2012 research report, and others acknowledge that these types of literacy initiatives are crucial

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between school years, given the "significant loss of student knowledge and skills during the summer….[of] about one month's worth of learning."

"We know that early literacy is the best predictor of later academic and economic success. That is why we are pleased to join libraries across the State to remind kids of the joys of reading all summer long, and to remind families that an early start on saving for college is just as important," said Nappier.

Visit your local participating library to fill out an entry form or enter online at www.aboutchet.com/library. All libraries are listed on the online site.

Official promotion rules and regulations are also available at www.aboutchet.com/library. No purchase necessary.

About CHET

The CHET direct-sold 529 college savings plan was established in 1997 and as of May 31, 2013 has grown to $2 billion in assets and more than 87,000 individual accounts. Connecticut State Treasurer Denise L. Nappier serves as Trustee of CHET. The plan manager is TIAA-CREF Tuition Financing Inc. For more information about CHET, visit **www.aboutchet.com** or call the customer service center at (**866) 314-3939**. Find us on Facebook (**facebook.com/CHETcollegesavings**) or follow us on Twitter (**@CHET529**).

Consider the investment objectives, risks, charges and expenses carefully before investing in the Connecticut Higher Education Trust (CHET) 529 College Savings Plan. Please visit www.aboutchet.com for a Disclosure Booklet containing this and other information. Read it carefully.

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