



MEDIA RELEASE

ATTENTION MEDIA OUTLETS

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LOSFA touts START Savings Program during state-wide media tour

- Louisiana pays its residents to save for their children's education!

(BATON ROUGE, La.) – Louisiana parents or guardians interested in sending their children to college should do well to begin saving now, if only a few dollars a month, according to David Roberts, assistant executive director of marketing and outreach for the Louisiana Office of Student Financial Assistance (LOSFA).

Roberts will travel to media outlets across the state, June 14-18, in an outreach effort on behalf of the LOSFA (START) Saving Program. During the media tour, Roberts will inform parents and guardians of Louisiana children about saving for college and how to earn a definite financial return on their investments despite the nation's unstable economy.

Categorized as a Qualified Tuition Plan (QTP) under Section 529 of the Internal Revenue Code, the START Saving program is an innovative college savings plan designed to help families contend with the growing costs of educating their children after high school. The program is administered by the Louisiana Office of Student Financial Assistance, under the direction of the Louisiana Tuition Trust Authority (LATTA), and offers tax advantages and earning enhancements.

"This integral part of our media tour is to impress upon parents the immediate need to begin saving for their children's college education," Roberts says.

(more)

“Many parents don’t realize it, but if they start saving for college early enough, setting aside \$25 each month can completely cover the cost of an education at a public, four-year university in Louisiana,” Roberts added.

Roberts will be available for interviews in the following cities:

Mon., June 14 New Orleans
 Hammond
 Baton Rouge

Tues., June 15 Lafayette
 Lake Charles

Wed., June 16 Shreveport

Thurs., June 17 Monroe
 Alexandria

Fri., June 18 New Orleans
 Baton Rouge

To schedule an interview, contact Eddie Brown; office (504) 838-3994; mobile (601) 918-4038.

For more information on the LOSFA START Saving Program, visit <http://disgruntledbabies.com/> or contact LOSFA at 1-800-259-5626 x1012 or via e-mail at custserv@osfa.la.gov

About LOSFA

The Louisiana Office of Student Financial Assistance (LOSFA) is a state agency and administrative arm of the Louisiana Student Financial Assistance Commission and the Louisiana Tuition Trust Authority. The programs administered by LOSFA include Louisiana’s premier merit-based scholarship program, the Taylor Opportunity Program for Students (TOPS); the state’s 529 college savings plan, the Student Tuition Assistance and Revenue Trust (START) program; the Leveraging Educational Assistance Partnership program (LEAP); and the Rockefeller State Wildlife Scholarship program.

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