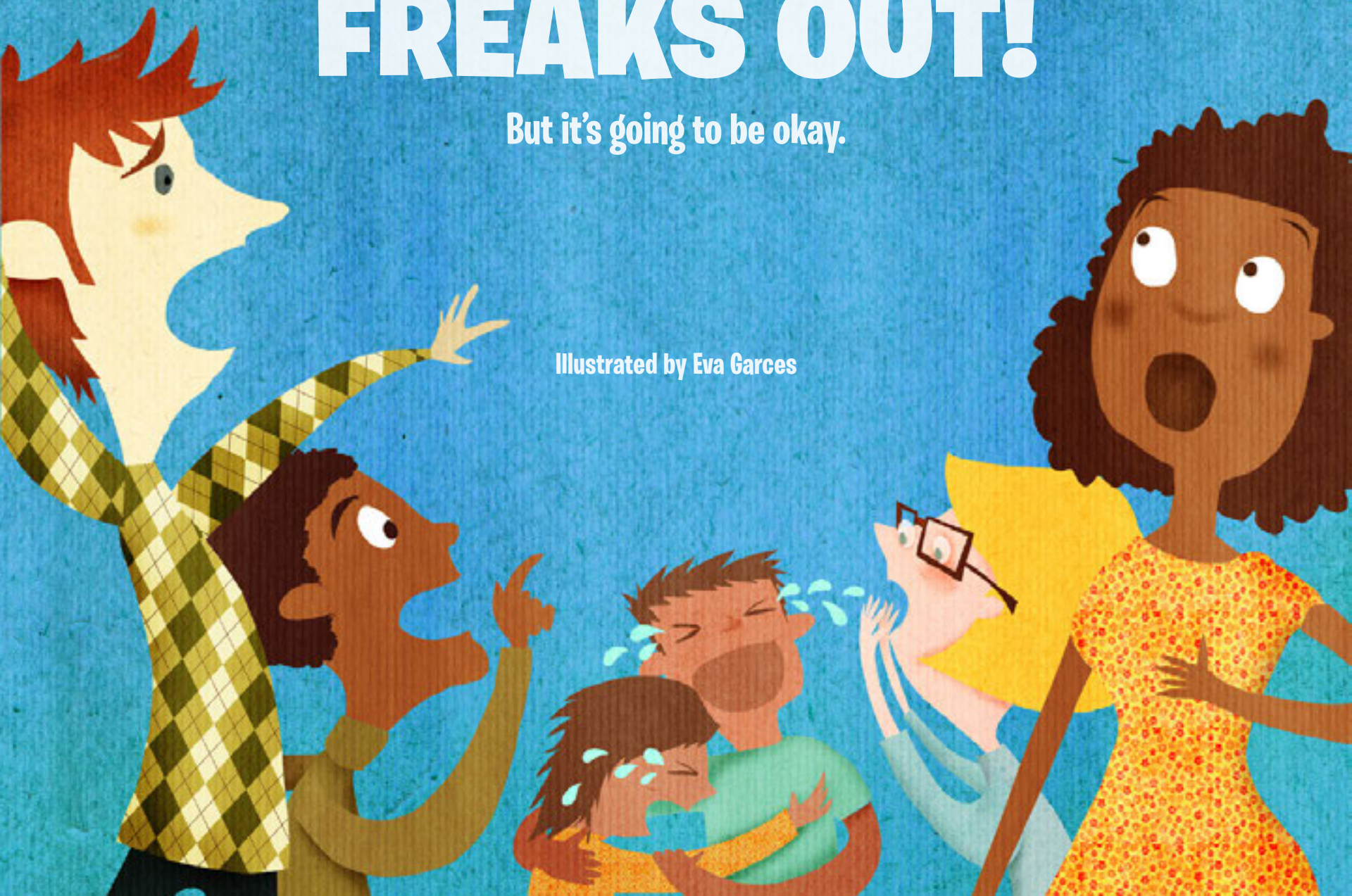


EVERYBODY FREAKS OUT!

But it's going to be okay.

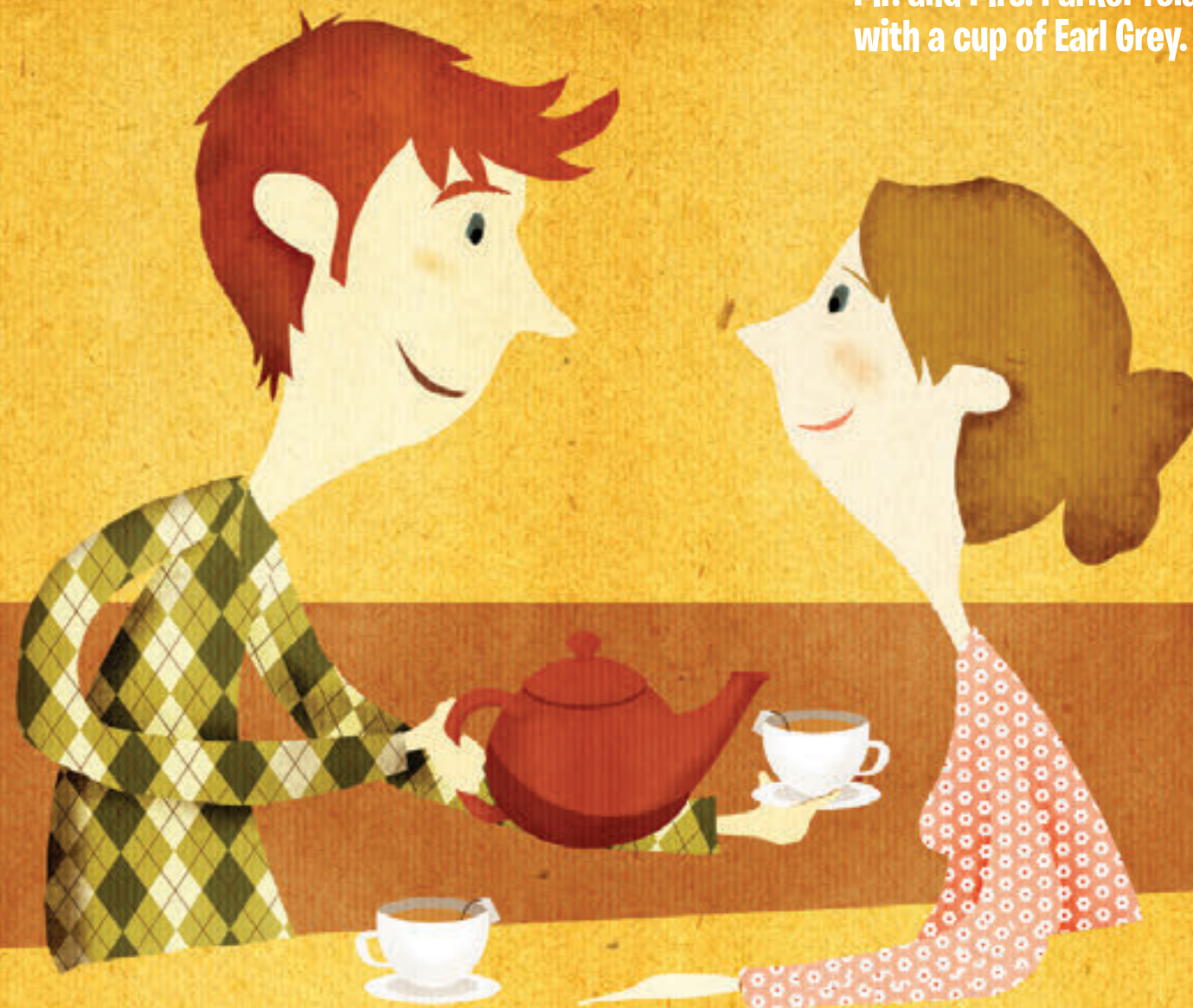
Illustrated by Eva Garces



As little Presley Parker rested
after a long day of play,



Mr. and Mrs. Parker relaxed
with a cup of Earl Grey.





With the TV on mute
they began a pleasant chat
about "Saving for college."
Anything to worry about with that?

Probably not. But to be sure and provide peace of mind,

"To the Web!"

they exclaimed. The true cost, they would find.



And there it was right before them, so evil and bold.

A number so large that it had its own ZIP code.

As they saw that huge price tag,
the Parkers started to doubt.

They looked at each other.

They gasped.

THEY FREAKED OUT!





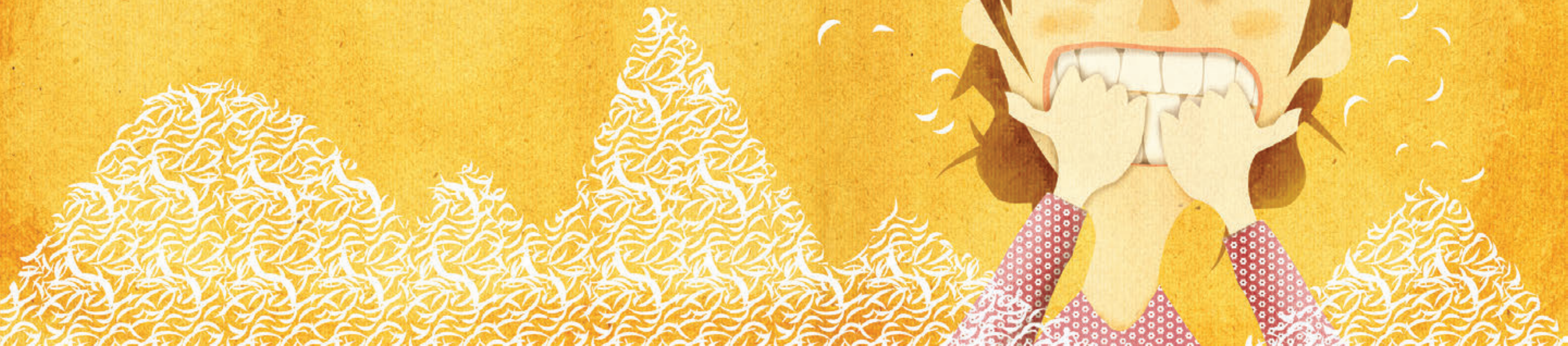
**Mom began pacing,
her steps pounding the floor.**



**As the veins on Dad's forehead
grew like never before.**

Mom bit at her nails.

SHE WAS GROWING UNSTABLE.



**And Dad banged his head
up and down on the table.**



**Then mom started rocking
on the edge of her chair.**



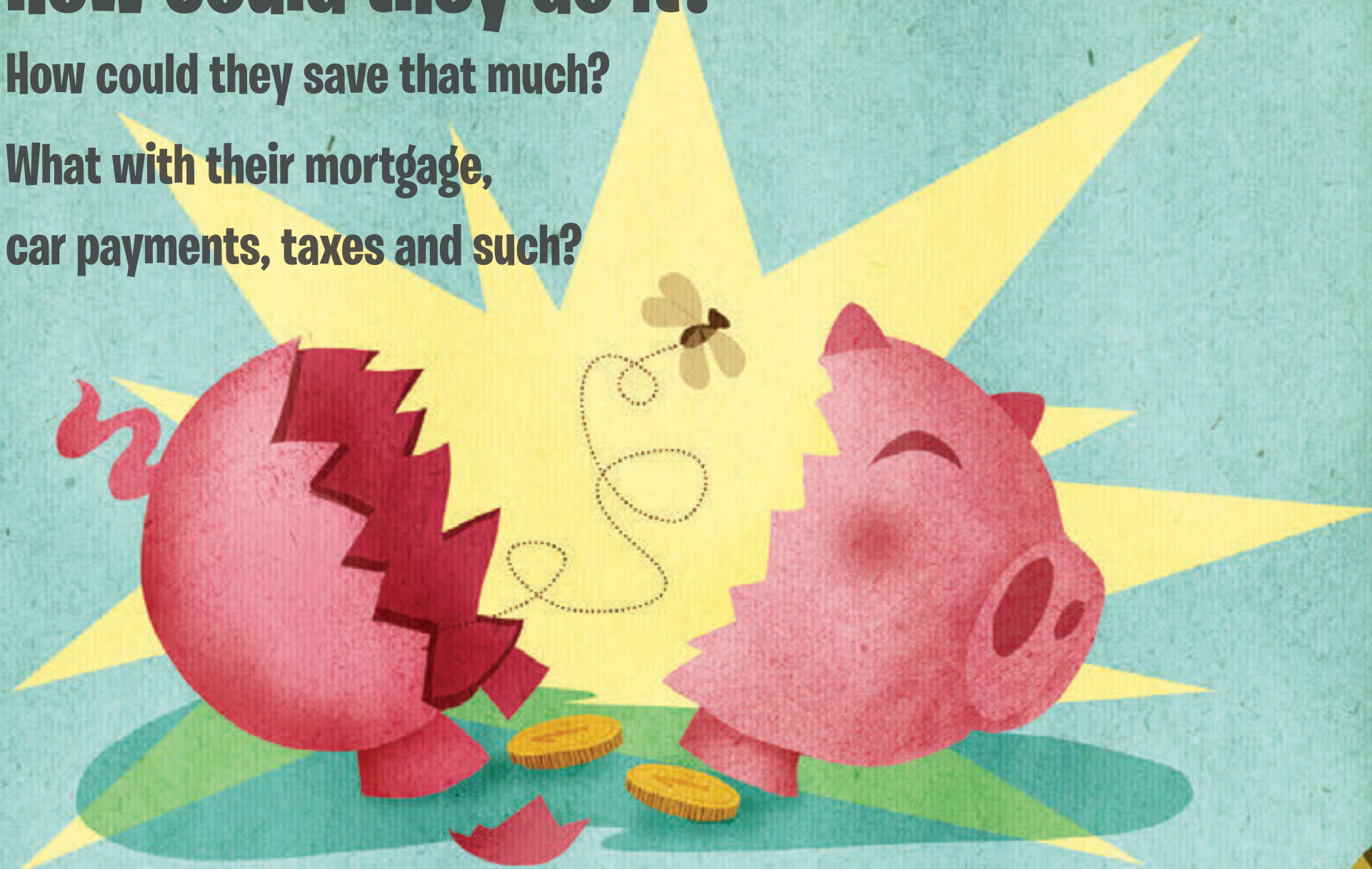
As Dad was pulling out every last hair.



How could they do it?

How could they save that much?

What with their mortgage,
car payments, taxes and such?





They couldn't take it.

They ran outside.

They screamed to the heavens lots of loud cries.

**Mom went around back to hide in the shed,
as Dad dug a hole and in stuck his head.**



And just as the Parkers were coming unwound, there arose a loud scream from clear across town.



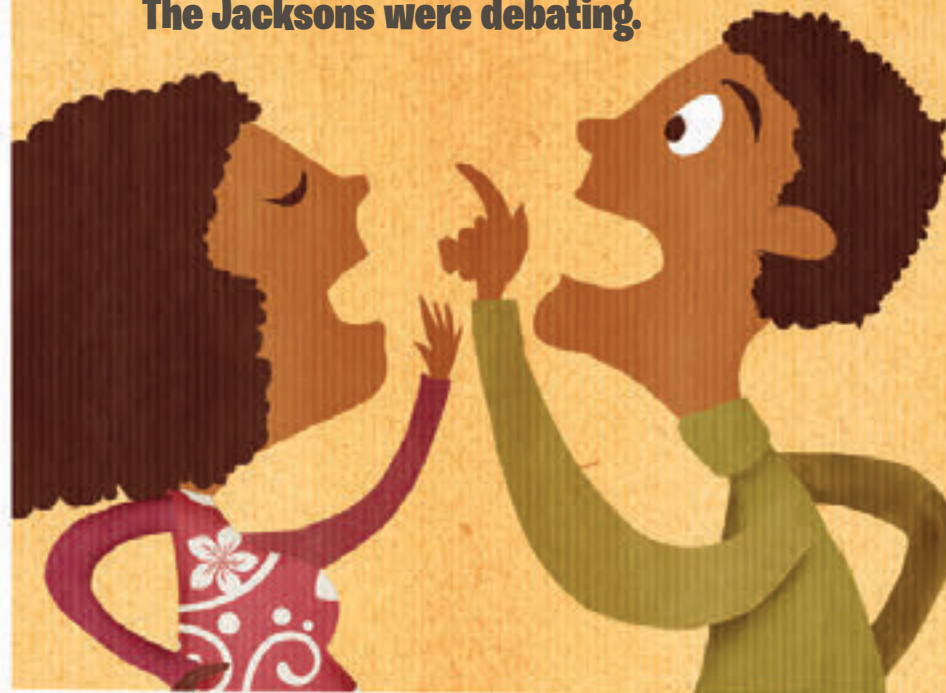
The Wilsons just discovered the very same terror. Their estimated tuition number seemed to go on forever.



**On every corner and street there was pacing about.
Parents were stunned.
Everybody was freaking out.**



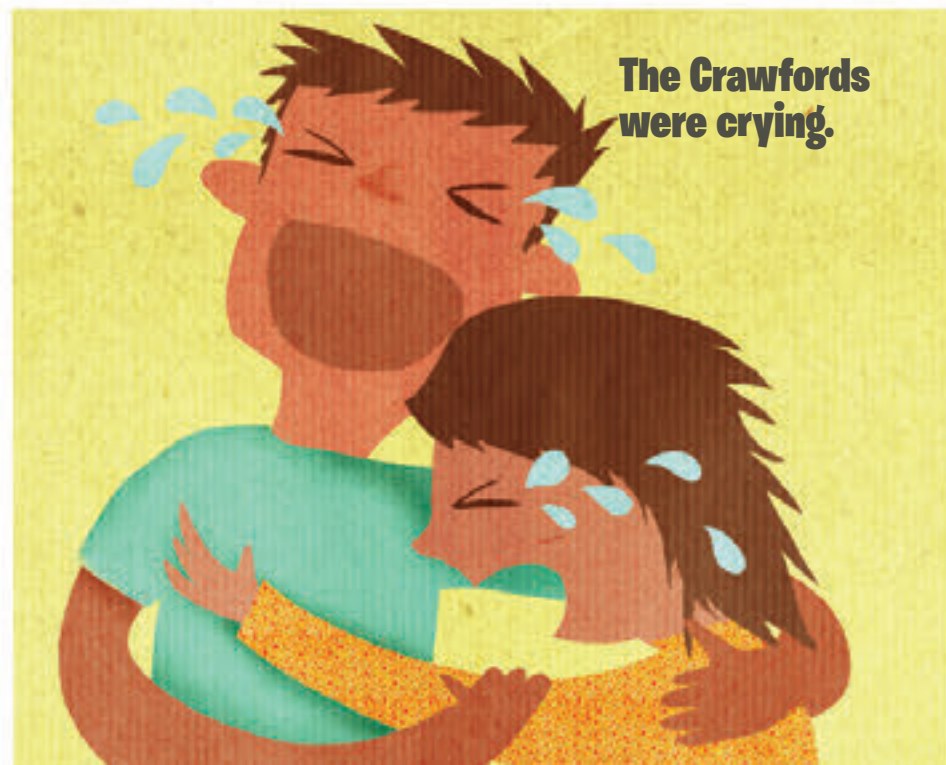
The Jacksons were debating.



The Johnsons were fainting.



**The Crawfords
were crying.**



The Connors were denying.





**But suddenly Mrs. Parker had a realization.
There must be a way to relieve their frustration.**



**After all, in their freak out, they weren't alone.
All parents go through this, so some help must be known.**

There were three little numbers she seemed to recall.

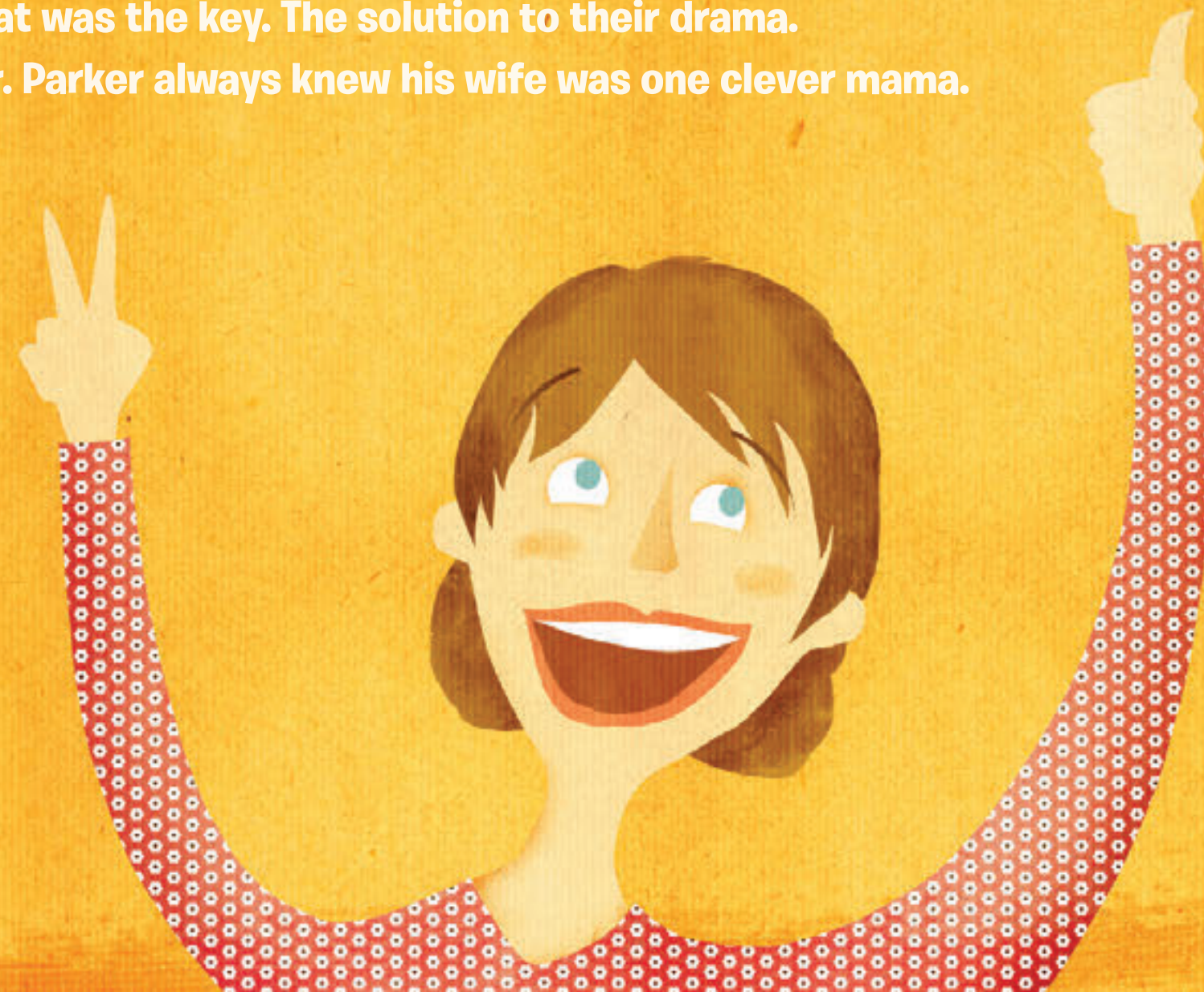


No, those weren't right at all...

529! That was it!

That was the key. The solution to their drama.

Mr. Parker always knew his wife was one clever mama.



At CollegeSavingsChillout.com

They found answers so smart.

They just needed a plan.

The hardest part is to start.



**And with some wise savings here,
and careful spending there,
saving for college seemed
no need for despair.**

**And then all across town
others began to de-stress.**

PHEW!

**They too, discovered that a 529
can help with savings success.**





**Their future looked brighter.
Their anxiety was mended.**

**That night they slept soundly.
Their freak out had ended.**

DON'T WORRY



it's easy to



GET STARTED.



Really it is. We understand that looking at your precious bundle of joy and thinking about the precious bundle of money it's going to take to send him or her to college is enough to freak anyone out.

But that's where the 529 plan comes in. So take a moment, take a breath and turn the page.



True or False?

Take a moment to see if you can identify the truths about saving for college and the 529 plan.

A 529 is an easy way to save for college expenses.



You don't have to pay any taxes while your money is invested in a 529. And when you use the money for higher education expenses, you don't pay any taxes when you take it out.



Friends and family can help you save through gifting.



Savings can be used at nearly any college in the country.



The money from your 529 can be used for tuition, room and board, fees and various supplies.



The money saved doesn't have to just be used at a traditional four-year college. It can be used for culinary schools, community colleges or trade schools.

All true!

Chill Out Cheat Sheet

Use this as your guide. Answer these simple questions and when you're ready, give us a call.



How many children do you have?



How old are they?



What state do you live in?

1.855.529.CHILL
(1.855.529.2445)

What People Are Saying

We freaked out big time. We can't afford to save. We just didn't have a lot to invest. But we started with \$50 and went from there. Now we're on our way. If it weren't for the freak out, I wouldn't have chilled out.

-The Conners, parents of two

We looked at our child when she was born and thought, 'She's so beautiful. How much is her college going to cost?' But now we've stopped thinking about the cost and started thinking about the savings. Thanks for helping us chill out.

-The Johnsons, parents of one



It dawned on us suddenly one day. Saving for two years of college is a lot less daunting than thinking about saving for four. Now it seems manageable. We're so glad we got our freak out under control!

-The Jacksons, parents of three

We were at a birthday party and people started talking about their kids' 529s. We thought it was some kind of new toy. We had no idea we could be saving money and growing our investment. When it comes to our daughter's college savings, we're on the up and up.

-The Crawfords, parents of one

Our neighbors didn't save, thinking their children would get scholarships. But they ended up having to pay for all of their college expenses with loans and financial aid. We didn't want that to happen to us. So we started a 529 right away.

-The Wilsons, parents of two

This is just the beginning.



**Visit us at CollegeSavingsChillout.com
and we'll walk you through a few easy steps to get
you from freak out to chill out in no time.**

**We're so convinced you'll be chilled,
we're ending with one more rhyme.**



**All proceeds from the sale of this book
will support youth financial literacy.**

1.855.529.CHILL
(1.855.529.2445)

CollegeSavingsChillout.com

Brought to you by:
The Education Trust of Alaska and
College Savings Plans of Maryland
With support from T. Rowe Price.