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Georgia Student Finance Commission
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Georgia Higher Education Assistance Corporation
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Get Smart GA Connects Financial Literacy and Saving for College *Pilot program teaches students and parents it's never too early to save*

ATLANTA, GA, [January 8, 2016]—The Georgia Student Finance Authority (GSFA), in partnership with Georgia's Path2College 529 Plan, announced the launch of Get Smart GA – an online financial literacy pilot program for students and parents that focuses on the importance of saving for college. Get Smart GA will be piloted in at least 10 schools in the Augusta area specifically targeting fourth grade students and their parents.

Students participating in the pilot will complete an online financial literacy program which focuses on the core concepts established by the Financial Literacy and Education Commission (FLEC) through the U.S. Department of the Treasury. Concepts include: savings, credit, income, insurance and making responsible money choices. Participating schools that have the greatest percentage of students to complete the program could be awarded \$2,529. A fourth grader from the winning school will have a chance to win a \$1,529 Path2College 529 Plan contribution to help pay for future college expenses.

Parents can participate in the pilot by viewing a brief online module focusing on the benefits of starting a 529 plan. Participating schools that have the greatest percentage of parents to complete the module could be awarded \$2,529. Once participating parents have viewed the module, they can enter for a chance to win a \$1,529 Path2College 529 Plan contribution to help pay for future college expenses.

“The Get Smart GA program aims to increase financial literacy among students and their parents, especially when it comes to the benefits of saving for college,” said Tricia Chastain, President of GSFA. “Studies have shown that a child with a college savings plan is seven times more likely to go to college.”

The Get Smart GA pilot will end in April with the possibility of expanding the program throughout the state. This program is administered in partnership with EverFi, a leading education technology company that focuses on Financial Education, Digital Citizenship, Cyberbullying, STEM Readiness, Entrepreneurship, Alcohol Abuse and Sexual Assault Awareness.

For more information about Get Smart GA, contact Brenda Vaughn at brendav@gsfc.org.

About GSFA

The Georgia Student Finance Authority is a nonprofit public corporation of the state of Georgia that, along with its companion agencies the [Georgia Student Finance Commission](#) (GSFC) and the Georgia Higher Education Assistance Corporation (GHEAC), provides students in Georgia financial aid education and assistance through various state- and lottery-funded scholarship, grant and loan programs and services.

About Path2College 529 Plan

Path2College, established in 2002, is Georgia's 529 Plan that helps families prepare for the future costs of college tuition and other qualified expenses, such as fees, books, and certain room and board costs. A 529 college savings plan can help you save more of your money over time. Any earnings grow free from federal tax, and many states offer a state income tax deduction or tax credit for contributions. Limitations apply. See the [Disclosure Booklet](#) for details. As a 529 Plan, the Path2College 529 Plan also offers certain gift and estate tax planning benefits; consult your tax advisor. And withdrawals are tax-free at both the federal and state level when used for qualified higher education expenses.

About EverFi, Inc.

EverFi, Inc. is the education technology innovator that empowers learners with the skills that prepare them to be successful in life. With backing from some of technology's most innovative leaders including Amazon founder and CEO Jeff Bezos, Google Chairman Eric Schmidt, and Twitter founder Evan Williams, EverFi has built the most comprehensive critical skills platform focused on Financial Education, Digital Citizenship, Cyberbullying, STEM Readiness, Entrepreneurship, Alcohol Abuse and Sexual Assault Awareness. The EverFi Education Network is powered by over 1,200 partner organizations across all 50 states and Canada and has certified over 12 million students. Learn more at www.everfi.com.