



ISSUED:
July 17, 2018

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Arkansas 529 College Investing Plan Launches Industry-First Mobile Application
Arkansas emerging as innovative leader among state-run 529 plans

Little Rock, Ark. – (July 17, 2018) The Arkansas 529 College Investing Plan, administered by the Treasurer of State’s office, unveiled a new mobile application today for smartphone users – becoming the first state-run 529 plan in the country to do so.

“This is a monumental day for our state,” said Treasurer Dennis Milligan. “To be the first state plan in the country to launch an app for their 529 plan just further shows that we are innovative and thinking outside-the-box.”

The mobile app will be released in several versions. Today’s version is 1.0, which will allow Arkansas 529 account owners to view their account balances and transaction history, get deposit and security alerts, and stay up-to-date on news concerning their plans.

“One of the things we want to do by creating this app is to be able to share pertinent information with account owners using a tool that almost everyone has – a cell phone,” Milligan said.

Statistics show that 95 percent of Americans own a cell phone. About 77 percent of adults in the United States own a smartphone, according to the Pew Research Center.

Being able to identify and reach Arkansas 529 account owners has been a challenge and a problem that most state-run 529 plans encounter, said Emma Willis, director of the Arkansas 529 College Investing Plan.

“So our thought was to reach out to people where they’re at. Most people have their phones within an arm’s reach of them 24/7,” Willis said.

According to a study by King University Online, Americans spend an average of five hours a day on their mobile devices.

Arkansas 529 teamed up with Central25 App Works of Springdale to create the mobile application.

To download the app, visit the App Store on your device or use this link: <https://itunes.apple.com/us/app/gift-ar529/id1405894918?mt=8>. The app is currently available to Apple users now and will be available to Android users very soon.

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About the Arkansas 529 College Investing Plan

The Arkansas 529 College Investing Plan allows Arkansas taxpayers to deduct up to \$10,000 in contributions to an Arkansas 529 account from their Arkansas adjusted gross income taxes. The Arkansas 529 program is administered by the Treasurer of State’s office. 529 plans were established to help parents and grandparents save money for college that can be used at schools across the country and some institutions abroad. More information is available at www.arkansas529.org.