

FOR IMMEDIATE RELEASE

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**Treasurer Mourdock Encourages Hoosiers to Enter
“Color for College Contest” before Month’s End**

IN Based The Cellular Connection to Award \$1,500 CollegeChoice 529 Scholarships

INDIANAPOLIS (August 22, 2014) -- State Treasurer Richard Mourdock, Chairman of the Indiana Education Savings Authority, announced his support of *The Cellular Connection (TCC)*’s coloring contest to provide \$1,500 college scholarships to Hoosier students.

“TCC clearly understands that for the next generation of Hoosiers to succeed that education or training beyond a high school education is necessary,” stated Treasurer Mourdock “I would encourage and even challenge other Indiana businesses to get creative and find their own ways to provide college assistance to their employees or families in their local communities.”

Hoosier families have until August 31 to visit their local TCC Verizon store to enter the “Color for College” initiative, which can be found at www2.ecellularconnection.com/locations. TCC is the largest Verizon Premium Retailer in the United States.

The Indiana Education Savings Authority administers the state’s CollegeChoice 529 Saving Plans -- a tax-advantaged savings program -- that allows Hoosier families to save for post-secondary education and training programs and receive a 20% state income tax credit of up to \$1,000 for contributions made to a CollegeChoice account.

Currently, there are over 220,000 Hoosiers saving in the CollegeChoice Plans with over \$2.8 Billion in assets under management. To learn more about Indiana’s 529 CollegeChoice Plans, visit www.collegechoiceplan.com.

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To learn more about TCC, visit www.ecellularconnection.com.

For additional information regarding the “Color for College” initiative, please visit [YouTube](#).

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