



STATE OF NEBRASKA

Don Stenberg, State Treasurer

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NEWS RELEASE

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Treasurer Stenberg Announces 'Dear Grandchild' Drawing to Award \$8,000 in Scholarships

*Grandparents invited to write letters to grandchildren to encourage
college attendance and enter NEST college savings contest*

Omaha, Neb. (Nov. 14, 2013) – First National Bank of Omaha and Nebraska State Treasurer Don Stenberg announced today Dear Grandchild, a program aimed at grandparents, offering a total of \$8,000 in scholarship money into Nebraska Educational Savings Trust (NEST) 529 college savings accounts for the grandchildren of four winners.

“Today, I’m excited to tell you about a new scholarship opportunity designed for grandparents. As a grandparent of nine grandchildren, I believe helping our grandchildren achieve a college education is one of the most important gifts we can give. Giving the gift of college savings helps

to ensure a bright and successful future for our grandchildren. This is a gift that does not wear out with time, or that is left unused on a shelf. It's the gift that will truly last a lifetime," said State Treasurer Stenberg.

"This is also an opportunity for grandparents to share some of their hopes and dreams for their grandchildren's future and to offer words of encouragement and pride in a very personal way," Stenberg said. "We hope that the grandparents will share their letters with their grandchildren. This contest provides a unique opportunity for grandparents to share their thoughts with their grandchildren on the importance of education and to potentially win \$2,000 of scholarship money in a NEST account for a grandchild," said Treasurer Stenberg, Trustee of NEST.

Dear Grandchild invites grandparents to write a letter to a grandchild, telling him or her why they believe the grandchild should go to college. Letters, including a cover sheet with the following information: the entrant's name, address, phone number, and relationship to the child, can be emailed to NEST@fnni.com with the subject line "NEST Dear Grandchild Drawing." Letters can also be sent to "NEST Dear Grandchild Drawing" 1620 Dodge Street, Stop 1105, Omaha, NE 68197-1105. All letters received by NEST will be entered into a drawing to win one of four \$2,000 prizes. The entry period will run from now through December 16, 2013.

"More and more grandparents are contributing to a 529 account for their grandchildren because they recognize the lifelong impact that gift will have on a child's life," said Deborah Goodkin, Managing Director of NEST at First National Bank of Omaha, the NEST Program Manager. "Our hope is that grandparents will learn about the possibilities of saving with NEST and that they will take advantage of this great chance to win a \$2,000 scholarship to add to their savings for a grandchild."

The scholarships will be awarded to the grandparent and deposited into an account owned by the Nebraska Educational Savings Trust, held on behalf of a designated grandchild. A winner may split the scholarship among up to five grandchildren if desired.

Dear Grandchild is inspired by the “NEST Best. Gift. Ever.” campaign, which is designed to encourage families to establish a family tradition of giving into college savings accounts. Money for the prizes is being provided by First National Bank of Omaha.

For the official scholarship contest rules, visit the NEST College Savings Plans at www.NEST529.com or the State Treasurer's Office at www.treasurer.org/cs.

About NEST

NEST is a tax-advantaged 529 college savings plan and provides four plans to help make saving for college simple and affordable: NEST Direct College Savings Plan, the NEST Advisor College Savings Plan, the TD Ameritrade 529 College Savings Plan, and the State Farm College Savings Plan. The Nebraska State Treasurer serves as the Program Trustee. First National Bank serves as the Program Manager, and all investments are approved by the Nebraska Investment Council. More than 59,000 families in Nebraska and more than 208,000 nationwide are saving for their children’s higher education through NEST. For more information, visit www.NEST529.com or www.treasurer.org.

About First National Bank of Omaha

First National Bank of Omaha is a subsidiary of First National of Nebraska. First National of Nebraska has grown into the largest privately owned banking company in the United States. First National and its affiliates have \$17 billion in managed assets and nearly 5,000 employee associates. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota, and Texas.

Investments Are Not FDIC Insured* No Bank, State or Federal Guarantee May Lose Value

*Except the Bank Savings Individual Investment Option

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