



Office of the Indiana Treasurer of State

FOR IMMEDIATE RELEASE

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Empowering Hoosiers to Save: Indiana529 Expands Statewide Impact Under Treasurer Elliott's Leadership

Program tops \$8.4 billion in assets and
452,000 accounts
as outreach and education efforts
reach more families than ever before.

INDIANAPOLIS – Indiana State Treasurer Daniel Elliott today announced record-setting milestones for Indiana's 529 education savings program, Indiana529, celebrating a year of unprecedented growth, statewide outreach and long-term impact for Hoosier families.

As of June 30, 2025, Indiana529 has more than \$8.4 billion in assets under management across over 452,000 funded accounts, reflecting growing confidence from Indiana families in the program's benefits and flexibility.

"More Hoosiers than ever before are saving for future education with Indiana529," said Marissa Rowe, Executive Director of Indiana529. "Whether it's our generous state tax credit, expanded qualified uses, or the tax-free investment earnings, families are choosing to invest. We're proud to partner with our neighbors to help them plan for the education that's right for them."

Under the leadership of Treasurer Elliott and Executive Director Rowe, Indiana529 made major strides in community outreach and service expansion, including:

- **Adding an additional field representative** to support statewide engagement through educational seminars, employer benefit fairs, and local events.
- Hosting a successful **\$10,000 Education Sweepstakes** in September.
- Sponsoring 529 Day with **\$529 account contributions to five Hoosier savers**.
- Supporting students through contributions to **Statehood Day Essay Contest winners**.
- Ongoing partnerships with statewide favorites like **Little Hands on the Farm at the Indiana State Fair** and **First Thursdays at The Children's Museum**.
- Weekly **Webinar Wednesdays** and employer-based outreach, connecting families to tools that help them save smarter.

"Indiana529 is about empowering Hoosier families to dream bigger and plan ahead," said Treasurer Elliott. "Every dollar saved is a step toward opportunity—whether that's college, job training, or any path that builds a stronger future. I'm proud of the growth we've seen and the partnerships we've built to make saving for

education easier and more accessible across our state.”

About Indiana529

Indiana529 is Indiana’s tax-advantaged 529 education savings program and is offered and administered by the Indiana Education Savings Authority, a state government quasi-agency and board chaired by Treasurer of State Daniel Elliott. Indiana529 includes the Direct, Advisor, and CD Plans and has more than \$8.4 billion in assets under management in over 452,000 accounts as of June 30, 2025.

For more information about Indiana529, call 1-866-485-9415 or visit MyIndiana529.com to obtain a Disclosure Booklet, which includes investment objectives, risks, charges, expenses and other important information; read and consider it carefully before investing.

Indiana taxpayers are eligible for a state income tax credit of 20% of contributions to an account, up to \$1,500 credit per year (\$750 for married couples filing separately). This credit may be subject to recapture from the account owner (not the contributor) in certain circumstances, such as rollovers to another state’s 529 plan, federal nonqualified withdrawals, withdrawals used to pay elementary or secondary school tuition for a school outside of Indiana, education loan repayments, or rollovers to a Roth IRA account, as described in the Disclosure Booklet.

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