



A TAX BENEFIT TO HELP NEW YORK'S MOST IMPORTANT CITIZENS GO TO COLLEGE.

Saving for college just got a lot easier. Introducing New York's College Savings Program. ☞ This unique program lets you invest for your children's college education at public and private accredited schools in New York – or anywhere in the country. ☞ Better still, you can reduce your New York taxable income by the amount contributed, up to \$5,000 annually. ☞ Earnings on contributions grow free of federal and state income taxes until withdrawn. Moreover, withdrawals used for qualified higher education expenses are exempt from New York income taxes. ☞ And, with a low initial contribution of \$25*, it's easy to get started. ☞ The New York State College Choice Tuition Savings Program is implemented jointly by Governor George E. Pataki's Higher Education Services Corporation and New York State Comptroller H. Carl McCall, in conjunction with TIAA, one of America's foremost financial services organizations. ☞ It can be a better, smarter and more affordable way to prepare your kids for the future they deserve.

☞ Call 1 (877) NYSAVES (877-697-2837, note: 877 is a toll-free area code), or visit us on the Internet at www.nysaves.org

New York's  College Savings Program
IMAGINE THE RETURNS

*The initial contribution is only \$25 if made through recurring direct deposits through a bank or by payroll deduction; the initial contribution is \$250 if made by personal check. Investment returns will fluctuate and are not guaranteed. Teachers Personal Investors Services, distributor. ©1998 - State of New York.