



OFFICE OF ILLINOIS STATE TREASURER

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Treasurer Frerichs, Chicago Children’s Museum To Host \$5.29 Family Day Nov. 3

**Families Can Decorate Piggy Bank
As Part of Bright Start College Savings Promotion**

For possible inclusion on upcoming events calendars, “what to do this weekend” roundups

CHICAGO (October 23, 2024) — Illinois State Treasurer Michael Frerichs and [Chicago Children’s Museum](#) are excited to announce an upcoming reduced-price admission day, sponsored by [Bright Start 529 College Savings Plan](#). On Sunday, November 3, families are invited to visit the museum for \$5.29 for a day of exploration, creativity and education.

The event underscores the shared commitment Chicago Children’s Museum (CCM) and Treasurer Frerichs have to bring opportunities of learning and discovery to Illinois children.

“Since the founding of Chicago Children’s Museum 40 years ago, we have been committed to providing children and their families with rich learning experiences and connecting parents to the resources they need to help their children thrive,” said Jennifer Farrington, CEO of CCM. “This collaboration with Bright Start 529 is another wonderful example of how walking through our doors means the entire family can have a meaningful experience that benefits them both today and tomorrow.”

In addition to reduced-price admission, families can also take part in Bright Start 529’s “Little Savers’ Crafting Workshop” and decorate their own piggy bank. Participants will receive the craft free of charge as a fun, take-home reminder about the importance of saving for college. Through this hands-on activity, children will not only have fun crafting their own piggy banks but also learn the importance of setting goals and planning for their future. Space is limited, pre-registration is encouraged at [CCM.org/529-family-day](#).

“The best time to start saving for college is yesterday. The second-best time to start saving is today,” Treasurer Frerichs said. “If a child knows they have a college savings plan, they are three times more likely to attend college. We hope parents will walk away from this event learning about the importance of saving at an early age. By saving with a Bright Start 529 plan, families can prepare for the cost of higher education.”

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Bright Start 529 is an Illinois 529 College Savings Plan administered by the Office of Illinois State Treasurer Michael Frerichs. A 529 plan is a type of investment account that can be used to save for higher education, including universities (public/private), community and technical colleges, and graduate and professional schools. More information, including how to open an account, can be found at BrightStart.com.

Visit [Chicago Children's Museum](http://ChicagoChildrensMuseum) for more details on this upcoming \$5.29 Family Day. The Chicago Children's Museum event is part of this year's effort by the State Treasurer's Office to team up with select Illinois children's museums to organize free-and reduced-admission days and spread the word about college savings plans.

About the Bright Start 529 College Savings Plan

Illinois' highly rated Bright Start 529 College Savings Plan has been making it easier for families to save for higher education expenses since 2000. Open a Bright Start [529](#) account and funds saved can be used at universities, community and technical colleges, and graduate or professional schools nationwide and many abroad. In addition to tuition, funds may be used for certain housing and food (room and board) expenses, computer/tablets, books, supplies or other qualified expenses.

Learn more about the plan's flexible investment portfolios, low costs and unique tax advantages at BrightStart.com.

About Chicago Children's Museum

Since 1982, Chicago Children's Museum has improved children's lives by creating a community where play and learning connect. Over the last four decades, CCM has grown from its original home of just a few hallways and exhibits to what it is today: 3 floors of arts programs, STEM experiments, 15+ permanent and rotating exhibits – and a place for imaginative play and endless creativity for more than 11 million children, parents, and caregivers. Learn more at ChicagoChildrensMuseum.org.

