



Private College 529 Unveils New Brand

Helping guide families on their college savings journeys

Sudbury, MA — March 31, 2022 — Private College 529, the only federally authorized 529 prepaid tuition plan that locks in rates to save on future tuition at nearly 300 private colleges and universities nationwide, launched a new brand identity called CollegeWell.

“We want to help families approach saving for college in a positive way by providing the expertise and guidance they need to feel confident in their path forward,” said Bob Cole, President and CEO of CollegeWell. “Our new visual identity highlights for families a single source to learn what they need to know. Ultimately, CollegeWell dispels the myths, worries and confusion that prevent families from exploring all the possibilities available,” Cole added.

CollegeWell is all about education, helping families learn about the affordability of private colleges, dispelling myths that stand in the way, and supporting them on the journey of saving. Through CollegeWell, expert guidance and support from financial advisors and from the colleges and universities are available so families don’t limit their options based on misconceptions about affordability. CollegeWell provides parents clear direction and will help them feel inspired, informed and confident enough to start saving for college.

CollegeWell will serve as the new parent brand that sits above — and complements — Private College 529 Plan. CollegeWell provides the education for families, and Private College 529 Plan is one possible solution. Families will still have the opportunity to prepay tuition at all participating schools in the plan, potentially saving thousands on the future cost of a private college education.

“With this rebrand we are conveying to families they can receive straightforward guidance, straight from the experts. Within one website they will find helpful information for their college saving journey, plus whatever information they need about Private College 529 Plan,” says Joanne Dashiell, CollegeWell’s Chief Marketing Officer.

Families can use the new CollegeWell website (www.collegewell.com) and resources starting today, and the new brand look and feel can be seen across all channels.