

Pointers For Parents

Develop A Game Plan For Meeting College Costs

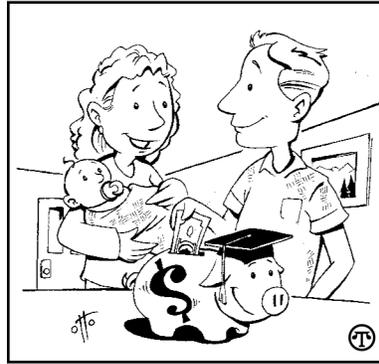
(NAPS)—Saving money for a child's college tuition is an investment in the future. However, with ever-rising costs, the price tag of a university education could end up being more than what you paid for your home.

According to 2000 College Board statistics, a college education currently averages about \$42,000 for a four-year degree at a public college, and more than \$90,000 at a four-year private school. Given the high cost, it makes sense to start preparing for your children's education now.

Each family's needs are different, and there are several ways you can create a college fund that is tailored to your particular circumstances. For instance, some state universities offer incentive programs where tuition can be pre-paid in installments—but then your child must attend that particular state university. Another way to help fund your child's education is to purchase a tax-deferred Educational IRA.

Money can also be borrowed in student loans or from your retirement nest egg. For some students, financial aid may be the way to go. Billions of dollars are made available each year by applying to grants, scholarships and work-study programs.

Other products that can help ensure that funds will be available to pay for your children's education



It's never too early to start putting money away for a child's college education.

should you die prematurely are permanent life insurance products, such as whole life and universal life. In addition to death benefit protection, these policies can also provide cash value accumulation.

To find out how life insurance and other financial products can help you help your children, speak to an authorized insurance agent. For example, a New York Life representative can answer all your questions regarding setting up policies and putting money aside—for a child's education or to help make sure your family is taken care of in a time of tragedy.

For more information, visit the Web site at www.newyorklife.com or write to New York Life Insurance Company, 51 Madison Ave., New York, NY 10010.