

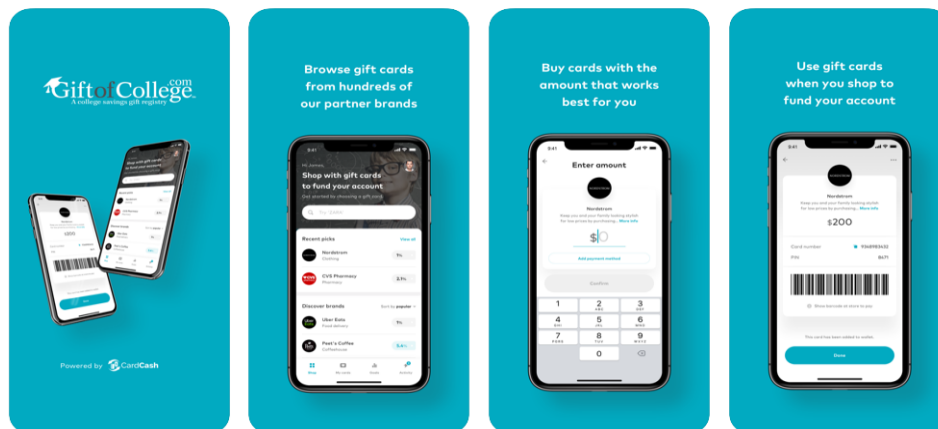


## **Gift of College® Launches Cashback for College App** *Earn Money for College When Purchasing Gift Cards from Hundreds of Brands*

**(PHOENIX) June 29, 2020** – [Gift of College](https://www.giftofcollege.com), an innovative platform that facilitates crowdfunding for college, today announced the launch of Cashback for College. Powered by CardCash and available for both [iOS](#) and [Android](#), the Cashback for College app allows individuals to earn cash back contributions into their 529 college savings and student loan accounts through the Gift of College portal when purchasing retail gift cards from popular merchants such as Walmart, CVS, The Home Depot, Sephora, Foot Locker, Best Buy, 1-800-Flowers, Omaha Steaks, Ulta and many more.

A percentage of the total amount of each retail gift card purchased through the Cashback for College App will be directed through a user's Gift of College profile to the 529 college savings plan, student loan or 529 ABL account the user has connected once the contributions reach a designated minimum.

“Student loan debt is topping over \$1.6 trillion in the U.S., and that is just not okay. During these challenging economic times, our goal is to help families take control of their financial futures by making it easy and streamlined to contribute to a 529 college savings plan account or to pay down student debt,” said Wayne Weber, CEO and founder, Gift of College. “Finding small and simple savings solutions that are already a part of everyday life can add up in a big way. When it comes to saving for college, every dollar counts.”



The [Cashback for College](#) app is powered by CardCash, which operates an online gift card marketplace where users can buy and sell discounted gift cards. Cashback for College is the first in a series of innovations from Gift of College designed to help people save for college through the simple and everyday act of shopping. Gift of College is known for finding creative ways to lift the college debt burden.

For more information about Gift of College, visit [www.GiftofCollege.com](https://www.GiftofCollege.com).

## **About Gift of College**

[Gift of College](#) helps families address one of their most critical concerns: paying for higher education. An innovative platform that enables crowdfunding for college, Gift of College helps friends, family, and employers to contribute to any 529 college savings, student loan or 529 ABLÉ account. Its suite of products and services includes Gift of College Gift Cards (available online and at over 3000 retailer locations including select Target stores, Save Mart, Lucky and H-E-B) and Gift of College At-Work, an employee benefit platform offering payroll deduction and employer contribution technology. Learn more at [www.giftofcollege.com](http://www.giftofcollege.com). Follow Gift of College on [Facebook](#), [Twitter](#), [Instagram](#) and [LinkedIn](#).

### **FOR IMMEDIATE RELEASE**

Contact:

Abby Cohen (on behalf of Gift of College)

Rosen Group

646.695.7044

[abby@rosengrouppr.com](mailto:abby@rosengrouppr.com)