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T. Rowe Price Launches Animated Video Of The Book Everybody Freaks Out! But It's Going To Be Okay

Video of Children's Book for Parents About Saving for College Now Available on YouTube

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News

T. Rowe Price is launching an [animated video](#) book online to help parents of young children cope with the anxiety that can stem from saving for college. The new piece is an animated short of the global investment firm's book, *Everybody Freaks Out! But It's Going to Be Okay*, a lighthearted story of two fictitious parents and how they were able to move past their college savings panic.

Everybody Freaks Out! But It's Going to Be Okay, released as a hard cover book on [Amazon.com](#) in April by T. Rowe Price, is aimed at parents but written and illustrated in the style of a children's book. All proceeds from sales of the \$5 book go directly to Junior Achievement USA[®], a national, nonprofit organization focused on promoting financial literacy. The book is also available as a free, digital download at [CollegeSavingsChillout.com](#).

T. Rowe Price launched [CollegeSavingsChillout.com](#) to offer a practical approach to start saving for college with easy-to-digest content. Presenting six simple steps, the site helps parents understand how 529 plans can be an effective and manageable way to start saving for college.

Quote

Tom Kazmierczak, Head of Retirement and College Products

"We want to make this content accessible and engaging across a variety of mediums. Saving for college is easier than most people think, and it may be more of a financial necessity than they realize. We launched [CollegeSavingsChillout.com](#) to help families overcome the anxiety, and sometimes inertia, associated with saving for college costs. Our hope is that this video will further encourage families to think about college saving and just get started putting money toward it."

About T. Rowe Price

Founded in 1937, Baltimore-based T. Rowe Price Group, Inc. (NASDAQ-GS: TROW), is a global investment management organization with \$738.4 billion in assets under management as of June 30, 2014. The organization provides a broad array of mutual funds, subadvisory services, and separate account management for individual and institutional investors, retirement plans, and financial intermediaries. The company also offers sophisticated investment planning and guidance tools. T. Rowe Price's disciplined, risk-aware investment approach focuses on diversification, style consistency, and fundamental research. For more information, visit [troweprice.com](#), Twitter ([twitter.com/troweprice](#)), YouTube ([youtube.com/trowepricegroup](#)), LinkedIn ([linkedin.com/company/t.-rowe-price](#)), or Facebook ([fb.com/troweprice](#)).

Please note that a 529 plan's disclosure document includes investment objectives, risks, fees, expenses, and other information that you should read and consider carefully before investing. You should compare these plans with any 529 college savings plan offered by your home state or your beneficiary's home state. Before investing, consider any state tax or other benefits that are only available for investments in the home state's plan.

SOURCE T. Rowe Price Associates

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