



Office of the Arizona State Treasurer
Hon. Kimberly Yee, Treasurer
1700 W Washington St #102
Phoenix, AZ 85007

FOR IMMEDIATE RELEASE

September 21, 2021

CONTACT: Hannah Roehr
Public Information Officer
hannahr@aztreasury.gov
(602) 542-7843

Arizona Treasurer Kimberly Yee Appoints Shaandiin Parrish, Former Miss Navajo Nation, to the AZ529 Plan Staff

PHOENIX, AZ – Arizona Treasurer Kimberly Yee appointed Shaandiin Parrish as the new Marketing Coordinator for AZ529, Arizona's Education Savings Plan. Shaandiin previously worked as Treasurer Kimberly Yee's Public Information Officer in 2019 before taking on an executive role in the Navajo Nation government.

Shaandiin served as the first two-year reigning Miss Navajo Nation from September 2019 to September 2021. As Miss Navajo Nation, Shaandiin was active in helping the Treasurer's Office coordinate AZ529 webinars and translating the AZ529 brochure into the Navajo language in addition to being the Navajo Nation's ambassador. She is currently pursuing a master's degree in management at the W.P. Carey School of Business at Arizona State University. In her new role, Shaandiin hopes to make the AZ529 Plan a feasible opportunity for all Arizona families by creating more accessible marketing materials and consumer outreach strategies.

"Shaandiin has a proven track record of effectively messaging the importance of saving for future education. I am pleased to welcome Shaandiin back to our team," said Arizona Treasurer Kimberly Yee. "Our goal is to spread the word about the AZ529 Plan and make it as accessible as possible to everyone in the state, and Shaandiin will help us accomplish this effort."

"I am thrilled to return to statewide service and even more excited to be a part of the AZ529 Plan team. I believe the AZ529 Plan is the opportunity that will transform the future of our state and will provide the financial structure so many families seek. I cannot wait to start and reach every corner of the Grand Canyon State," said Shaandiin.

In the last 22 years, AZ529 has helped families accumulate more than \$2 billion for educational expenses. As the new administrator and steward of the Plan, Treasurer Yee's office has focused on expanding the Plan's outreach to underprivileged families that may not have the resources or a plan for future education for their families. For more information on AZ529, Arizona's Education Savings Plan, visit AZ529.gov.

###