

WACO AREA COACH WINS \$25,000 FOR SCHOOL IN STATEWIDE CONTEST FOR COACH OF THE YEAR



December 9, 2013 (Austin, TX) – The small town of Lorena, just outside, Waco, is only 1700 people, but that didn’t keep the community from rallying huge support for Lorena High School Athletic Director, Ray Biles. Coach Biles beat out more than 300 other entrants in the My Plates Coach of the Year Contest 2013 to win the Grand Prize of \$25,000 for his school. See the final seven winners at www.myplates.com/coach.

(Graphic will be updated in terms of 1st, 2nd and regional winners)

| Announcing Regional Winners | | | |
|---|---|--|--|
| CENTRAL TEXAS | SOUTH TEXAS | SOUTHEAST TEXAS | NORTH TEXAS |
|  <p>Coach Ray Biles Lorena High School Lorena, Texas</p> |  <p>Ron Adame Sharyland High School Mission, Texas</p> |  <p>James Pullen Magnolia Jr. High School Magnolia, Texas</p> |  <p>Eric Semifero Williams High School Plano, Texas</p> |
| TEXAS PANHANDLE | EAST TEXAS | WEST TEXAS | |
|  <p>Trent Early Shallowater Elementary School Shallowater, Texas</p> |  <p>Jimmy Eby Hudson High School Lufkin, Texas</p> |  <p>Peter Morales Coronado High School El Paso, Texas</p> | |

We created the contest and backed it with \$50,000 in prizes to honor the best youth coaches in Texas, as determined by Texans. As My Plates Coach of the Year, Coach Biles not only wins \$25,000 for his school, he also receives the plate message COACH13 for a ten-year term, valued at \$795.

Coach Biles says, “It sounds kinda corny, but I love it when I hear from my kids 5, 10, 15 years down the road, and they’re good dads, they’re good workers, and they have their own businesses, and they’ve been successful at what they’ve done. So those are values that I don’t know anywhere else in the system kids have the opportunity to get, other than on the athletic field.”

Lorena parent, Bill Coleman, says, “Coach Biles brings in a rough piece of clay as a freshman and by the time they’re out, they’re young, responsible young men and not just players and he sends them out into the community. Coach Biles does that; he’s a great leader.”

My Plates plans to present Coach Biles with his prizes at a school assembly in Lorena this week.

The Second Place Prize of \$10,000 goes to Coach Ron Adame in Sharyland.

The five remaining finalists receive \$3,000 each for their schools. They are James Pullen of Magnolia, Eric Semifero of Plano, Jimmy Eby of Hudson, Peter Morales of El Paso, and Trent Early of Shallowater.

Second and Third Place coaches get 5-year personalized license plates from MyPlates.com, valued at \$495.

You can see video profiles of each coach and the kids and parents who nominated them at www.myplates.com/coach.

Since November 2009, Texans have purchased more than 170,000 My Plates, putting more than \$20.3M in the general revenue fund, which helps pay for services for all Texans.

Contact Kim Miller Drummond at (512) 423-4237 or kim@myplates.com.

My Plates designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. Texans have bought more than 170,000 My Plates since November 2009, putting more than \$20.3M in the state general revenue fund. My Plates’ goal is to create a long-term, mutually beneficial relationship designed to maximize revenues for the state through the sale of My Plates specialty plates. www.myplates.com.

The Texas Department of Motor Vehicles (TxDMV) is charged with overseeing the state’s motor vehicle services that provide consumer protection, assist motor vehicle-related businesses and raise revenue for the state. For every \$1 it spends, the TxDMV returns \$10 to build and maintain highways, roads and bridges and



provide needed services to Texans. The agency registers more than 23 million vehicles; regulates vehicle dealers; credentials buses and big trucks for intrastate and interstate commerce; issues oversize and overweight permits; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at www.TxDMV.gov.

TERMINOLOGY

- “Specialty” plate refers to any official license plate other than the state’s general issue plate.
- Specialty plates can be “personalized” plates, but they don’t have to be.
- My Plates and TxDMV use only “specialty” and “personalized” to refer to these plates, not “vanity,” which is pejorative and lacks accuracy.