

TEXAS YOUTH COACHES ADVANCE IN STATEWIDE CONTEST

Seven Regions Compete for \$50,000 in Prizes from MyPlates.com



November 22, 2013 (Austin, TX) – We’re pleased to announce the seven regional winners in The My Plates Coach of the Year Contest 2013:

Announcing Regional Winners

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

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

We created the contest to honor the best youth coaches in Texas, as determined by Texans, and these seven coaches are the pick of their region. They are now guaranteed at least \$3000 for their schools, with a chance at \$25,000 if they win Coach of the Year.

Now the statewide voting begins! The coach with the most votes statewide becomes My Plates Coach of the Year 2013. Texans have from Friday, November 22 to December 8 to vote for a favorite coach. Get the word out! Tell all your friends and family to vote, too, at www.myplates.com/coach. You can vote once a day, so keep coming back to www.myplates.com/coach.

The My Plates Coach of the Year gets \$25,000 for his school!

The second place prize is \$10,000 for the team, and five remaining finalists will receive the third place prize of \$3,000 for their schools.

That's a total of \$50,000 in prizes for schools in Texas!

The winning coach receives the plate message COACH13 for a ten-year term, valued at \$795. Second and Third Place coaches get 5-year personalized license plates from MyPlates.com, valued at \$495.

The Grand Prize Winner and My Plates Coach of the Year 2013 will be announced December 9, 2013.

Since November 2009, Texans have purchased more than 169,000 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 169,000 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.