





For Immediate Release  
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January 11, 2011 (All Across Texas) — Going once! Going twice! The Great Plate Auction is just two days away.

The evening promises to be entertaining for bidders and bystanders alike. Gates open at 5:30pm, and admission into the world’s largest domed stadium is FREE, as is parking!

Everyone will be able to explore the Cowboys locker room and the football field itself. Dallas Cowboys Cheerleaders and the huge Diamond Vision TV, the world’s largest, will be creating a great “game-day” experience for the Auction. Completing the game-day feel is the voice and talent of Master of Ceremonies, Scott Murray, award-winning former Sports Director and Anchor at NBC 5, Dallas/Ft. Worth.

Bidders will be seated on the field, with the Auction stage centered around the famous Cowboys Star on the 50-yard line. Those coming to watch will sit in the lower bowl, close to the action. A live band will keep the house rockin’ right up until the Auction begins at 7:00pm. A free car exhibit will feature some amazing Ford Mustangs, supporting the bid of the message MUSTANG that night.

Seasoned Texas auctioneer, Matt Blevins, says he’s excited to call the first-ever official license plate auction in Texas, “I am proud to say that I am going to be part of this history-making event. This is an opportunity for Texans to own an original piece of Texas History, and it’s a great investment a person can make and at the same time help out various charities.”

In all, 33 unique plate messages are up for grabs. They’re good for 25 years and renewable for 10 years at a time after that. Auction plates are fully transferable, which means winners can pass them down to their kids, or perhaps sell them to someone else.





All 33 plates will be offered with no minimum bid, and, with no reserves, a bargain might just be awaiting your bid! Winners may put their message on any of the available My Plates designs.

If you haven't already, register to bid at [www.myplates.com/auction](http://www.myplates.com/auction) <<http://www.myplates.com/auction>> . You may register online until noon on Wednesday, January 12<sup>th</sup>. My Plates will also accept bidder registrations at the event, for those who may miss the online deadline.

Also, on the night of the Great Plate Auction, My Plates will announce the highly anticipated date that 7-character personalization will be available at large.

Whether you're coming to make history, or be a part of it, we look forward to you joining us on January 13, 2011 at the Great Texas Plate Auction.

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

**Blevins Auction Services, CAI** has been owned and operated by Matt Blevins since 1994, specializing in business liquidations, equipment, estates, fundraisers, municipal surplus, and real estate auctions, including commercial, farm & ranch, and residential. Blevins graduated from Tarleton State University and Missouri Auction School and earned a Certified Auctioneer's Institute (CAI) designation from the Auction Marketing Institute at Indiana University. He is also a license Texas Real Estate Broker. Texas Auctioneer #12077#. [www.blevinsauctions.com](http://www.blevinsauctions.com)

**Murry Media.** Utilizing his 30-years of experience as a broadcast journalist and television anchor, covering competition at all levels, including athletics, corporate America, politics, medicine, music, the arts or charitable non-profits, Scott is now sharing his knowledge, experience and expertise, on topics ranging from inspiration to motivation, homework to teamwork, character to commitment, and, what it takes to be a true champion in business, in play, and, in life. He now addresses and assists organizations in the following capacities: Keynote or motivational speaker, master of ceremonies/emcee, interviewer/event moderator, television and radio host, TV commercials and voice-overs and charity auctioneer. [www.murraymedia.net](http://www.murraymedia.net)

**My Plates** designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. 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. My Plates is dedicated to providing Texans with greater choices in specialty plate designs, a unique way to add personality to your vehicle, and unmatched customer service. My Plates is a joint venture of Etech, Inc. of Nacogdoches ([www.etechnic.com](http://www.etechnic.com)) and Pinnacle Technical Resources of Dallas ([www.pinnacle1.com](http://www.pinnacle1.com)), Texans have bought more than 33,000 My Plates since November 2009, putting more than \$2.5M in the state general revenue fund. [www.myplates.com](http://www.myplates.com)

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