

NEW WILDFLOWER PLATE BENEFITS TEXAS OUTDOORS
“Natural Texas” Plate Benefits Texas Parks and Wildlife Foundation



September 24, 2012 (Austin, TX) – Bluebonnet, Primrose, and Texas Paintbrush. They’re all there. Growing along the bottom of these new official Texas license plates. The design, called Natural Texas, features the most popular wildflowers in Texas. Starting today, you can get Natural Texas at www.myplates.com.

10% of the base plate price goes to the Texas Parks and Wildlife Foundation, official non-profit partner for the Texas Parks and Wildlife Department. With state agencies continuing to struggle with tight budgets, the Parks and Wildlife Department has been more focused on seeking additional ways to help fund agency initiatives and programs, including relying more on the Foundation’s ability to raise dollars from individuals, private foundations and corporations.

“The funds raised by the Natural Texas plate will help the Foundation play an essential role in conservation education, with scholarship opportunities, internships, and outdoor activities for children,” says Anne Brown, Executive Director of the Texas Parks and Wildlife Foundation.

“We hope Texans enjoy displaying the plate, knowing they’re helping provide much needed funding for conservation initiatives in Texas,” says My Plates President, Steve Farrar.

The Natural Texas plate can hold up to 7 characters. Its release is just in time for My Plates “7 FOR 7” event, October 8-15. 7-character plates will be available for only 7 days at www.myplates.com.

In addition to supporting the great outdoors of Texas, the Natural Texas plates also benefit the State’s general revenue fund. A minimum of 35% of the total plate price goes directly into the general revenue fund.

The Natural Texas plates start at \$55 a year. Personalization costs extra, depending on how many letters you use. Buying a 5 or 10-year plate gets you a



better deal. You can give My Plates as a gift, and we even have layaway to help you budget costs.

Texans have bought more than 112,000 My Plates since November 2009, putting more than \$12M 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 112,000 My Plates since November 2009, putting more than \$12M 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. 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/>>), www.myplates.com <<http://www.myplates.com/>>.

Texas Parks and Wildlife Foundation provides private support to the Texas Parks & Wildlife Department to manage and conserve the natural and cultural resources of Texas and to provide hunting, fishing and outdoor recreation opportunities for the use and enjoyment of present and future generations. www.tpwf.org.

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