

# NEW TEXAS LICENSE PLATES AVAILABLE TODAY and 7 FOR 7 is March 7-14



For Immediate Release  
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March 6, 2012 –Four new official Texas license plate designs are now available to order at [www.myplates.com](http://www.myplates.com). These plates support the State of Texas as well as the University of South Carolina, Michigan State University, the University of Louisiana at Lafayette, and Keller High School.

A portion of the proceeds for each plate benefits its sponsoring school. My Plates now has a total of 29 plates in partnership with out-of-state colleges and universities. We also have 9 Texas high school plates available.



The 7-day window for purchasing 7-character personalized license plates will be March 7-14. The event is called 7 FOR 7.



In the 14 total days 7-character personalized plates have been sold previously, Texans have purchased more than 3000 seven-character personalized license plates, raising almost \$1M for the state's general revenue fund.

7-character Freedom plates are available on more than 30 background designs offered by My Plates. The plates are priced at:

- 1 year \$395.00
- 5 year \$695.00 (\$139.00 a year / SAVE 64%)
- 10 year \$795.00 (\$79.50 a year / SAVE 79%)

Not sure what 7-character message you want? Buy a Freedom **gift card** during the 7 for 7 event, then you can use it to purchase a plate later, even after 7 for 7 is over. The 7-character gift card will be the only way one can purchase a 7-character personalized plate, once 7 for 7 is over.

There's also layaway. Pick out the plate you want at [www.myplates.com](http://www.myplates.com), then call 888-7MY-PLAT to arrange layaway. You'll make one payment when you order, then one a month after that for four months. There are no fees or interest with the layaway option.

Order at [www.myplates.com](http://www.myplates.com). All orders are first come, first served. All plate messages are subject to approval by the Texas Department of Motor Vehicles.

Texans have bought more than 83,000 My Plates since November 2009, putting more than \$8.7M in the state general revenue fund.

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Contact Kim Miller Drummond at (512) 423-4237 or [kim@myplates.com](mailto: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 83,000 My Plates since November 2009, putting more than \$8.7M 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) <<http://www.etechnic.com/>> ) and Pinnacle Technical Resources of Dallas ([www.pinnacle1.com](http://www.pinnacle1.com) <<http://www.pinnacle1.com/>> ), [www.myplates.com](http://www.myplates.com) <<http://www.myplates.com/>>.

**TxDMV** 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. Each year the agency registers more than 21 million vehicles; regulates more than 23,000 vehicle dealers; credentials buses and big trucks for intrastate and interstate commerce; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at [www.TxDMV.gov/](http://www.TxDMV.gov/).