



NEW GREEN CAMO PLATE BENEFITS TEXAS MILITARY Available Starting Today



May 15, 2013 (Austin, TX) — Some camo is for blending in. Some is for standing out. Texans can stand out on the roads and show their support of military veterans with new Green Camo official Texas license plates available starting today at www.myplates.com.

My Plates donates 10% of the plate price to Carry The Load.

[Carry The Load](#) is a non-profit organization whose mission is to bring meaning to Memorial Day by honoring the sacrifices made by members of the military, law enforcement officers, firefighters and their families while serving our country and communities, especially those who have died or were wounded while carrying the load for their fellow Americans.

“I am honored to be part of the Carry The Load movement in Austin and am excited that Texans will have the opportunity to support this worthwhile cause year round,” said First Lady Anita Perry.

Governor Rick Perry says, “From helping veterans, to fighting cancer, to supporting your favorite university, it’s good that Texans have the opportunity to tailor their license plates to match their favorite cause.”

Carry The Load Austin event host, Vol Montgomery, says, “Carry The Load started as a way to remind people of the significance of a single day, Memorial Day. The Green Camo Texas license plate can be an *everyday* reminder of that day and the service and sacrifice it represents.”

Carry The Load Austin helps people celebrate a meaningful Memorial Day by conducting a 20.13 mile event that honors veterans and active duty service members, law enforcement officers, firefighters and their families. [Click here](#) to



learn about this year's event in Austin. [Click here](#) to see a video from last year's event in Dallas.

Through event participation and sponsorship, Carry The Load Austin raises money to support local charities in Texas that support Texas veterans and their families. This year's recipients are: [Serve Who Serve](#), [The Comfort Crew for Military Kids](#), [Folds of Honor Foundation](#), and [Heroes on the Water](#).

As part of the launch of the Green Camo plate, on Memorial Day, Monday, May 27, My Plates will donate \$10 of every plate sold (not just Green Camo) to Carry The Load.

Also, coming in June, watch for the Pink Camo plate that also benefits Carry The Load:



Since November 2009, Texans have purchased more than 143,000 My Plates, putting more than \$16.2M 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 143,000 My Plates since November 2009, putting more than \$16.2M 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) and Pinnacle Technical Resources of Dallas (www.pinnacle1.com), www.myplates.com.

Carry The Load is a registered 501(c)3 organization helping people celebrate a meaningful Memorial Day by organizing and conducting an event that honors and thanks veterans and active duty service members, law enforcement officers, firefighters and their families for their sacrifices; and, through the event participation and sponsorship, raises money to support nonprofit organizations that help these groups and their families. www.carrytheload.org

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 22 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.