

MIDLAND HIGH SCHOOL OFFICIAL TEXAS LICENSE PLATES

MHS Out to Set a Record March 20



March 18, 2013 (Austin, TX) — “Get your Pups Up!” The Midland High School Bulldogs are asking their community to show their pride on their ride with MHS official Texas license plates from MyPlates.com. Midland High is the first high school in West Texas to get its own custom plate.

Midland High School license plates go on sale March 20 at www.myplates.com.

My Plates donates 10% of the plate price to Midland ISD.

36. That’s how many license plates Midland High supporters will need to buy to beat the record for first day sales of a high school license plate in Texas. Carroll ISD set the record with 35 plates sold on their first day of sales in 2009. Midland students and fans say they’ll beat that record and then some:

“Our students are really excited about the official MHS license plates! They are on it! They’ve got their parents involved; they’ve got friends telling friends and posting on Facebook and tweeting. They’ve even gotten media attention. By the time the 20th comes, the whole county’s going to know about these plates!” – MHS Principal, Jeff Horner



The MHS plate is purple and gold and features the school logo with a bulldog over the capital M. Students had fun using that big purple M to spell out personalized messages, like MHS BAND, and MHS GOLF:







Since November 2009, Texans have purchased more than 137,000 My Plates, putting more than \$15.1M 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 137,000 My Plates since November 2009, putting more than \$15.1M 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.

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.

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