

New license plates debut

■ 15 designs set to appeal to the masses

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Just in time for the summer cruising season, the Texas Department of Motor Vehicles has unveiled 15 new custom state license plate designs.

Texas has a fairly unique setup in that it contracts with private company My Plates to research and design the new license plates. This latest crop ranges from the agreeably broad — hey, another Texas Long-

horns design! — to the intriguingly niche — any Guadalupe River trout fishermen out there?

The custom plates cost about \$55 per year, with discounts available for those who lock in their plates to a long-term plan. About 35 percent of that goes to the state's general revenue fund. Since November 2009, the My Plates designs have generated \$4.5 million for the fund.

My Plates spokeswoman Kim Miller Drummond says the plate designs are subject to an extended approval process to determine their appeal within the state.

Here's the complete list of the 15 new designs:

■ **Sports Teams:** Tex-

as Stars Hockey, Texas Motor Speedway, Fort Worth Cats Baseball Club

■ **Colleges and High Schools:** Brigham Young University, Purdue University, Texas Longhorns Orange, Coppell Cowboys

■ **Clubs and Associations:** Guadalupe River Trout Unlimited, Texas Nurse Practitioners, 811 Texas

■ **Corporate plates:** Freebirds World Burrito, Ignite by Stream Energy

■ **Non-sponsored plates:** I'd Rather be Golfing, Large Star White/Pink, Deep in the Heart Flag

To see the designs, visit <http://www.myplates.com>.

