

## 12THMAN AUCTION ENDS THURSDAY - BIDS AT \$35,000



Governor Rick Perry, Texas A&M Class of 1972, supports the 12THMAN.  
<http://www.myplates.com/images/12thman/Governor.jpg>

September 10, 2013 (College Station, TX) — 12THMAN. One license plate captures it, but how do you *explain* it. Bids in the MyPlates.com 12THMAN Auction are at \$35,000 with only two days of bidding to go! [www.myplates.com/12THMAN](http://www.myplates.com/12THMAN).

Who better than a motivated bidder to explain how a college football tradition can mean so much to so many people:

“The 12THMAN tradition is bigger than I can describe. To be a part of the tradition is a life-altering event that you carry with you forever. You are united with a group of people promoting traditions that have survived over time. Being



able to have the 12THMAN plate would be like being named the ultimate 12THMAN. I would be very proud to be a part of the special honor presentation as the 12THMAN winner, especially at the Alabama game to show my pride in the 12THMAN Tradition. Our family is proud to be AGGIES and part of the 12THMAN.” -Joe Adams, Katy

The auction is online only, and bidding ends at noon Thursday, September 12—two days prior to the Aggies’ SEC showdown with defending national champion Alabama at Kyle Field. That’s when, as a special honor, A&M will present the 12THMAN license plate to the My Plates auction winner in front of nearly 90,000 fans.

Proceeds from the MyPlates.com 12THMAN Auction benefit Texas A&M University and the General Revenue Fund of Texas.

This could be the only time ever that the plate is available because the winner of the MyPlates.com 12THMAN Auction wins this plate for a 10-year term, with first dibs on renewing the plate after that. The winner also has full rights to transfer or sell the plate to someone else.

Since November 2009, Texans have purchased more than 159,000 My Plates, putting more than \$18.8M in the general revenue fund, which helps pay for services for all Texans. Texas A&M-related proceeds from My Plates have supported championship opportunities for Aggie student-athletes, both in the classroom and in competition, as well as funding for the Corps of Cadets and the Bonfire Memorial.



Left to right, top: Texas A&M Head Football Coach Kevin Sumlin, Texas Aggie Yell Leaders Roy May, Hunter Cook, Reid Joseph, Ryan Crawford, Patrick McGinty, and Miss Reveille VIII. Bottom: Houston Texans Head Coach and former A&M quarterback Gary Kubiak, Texas country singer and A&M graduate Roger Creager, former Aggie football players Taylor Whitley and Richmond Webb. Photo url: [http://www.myplates.com/images/12thman/MyPlates12THMAN\\_Collage.jpg](http://www.myplates.com/images/12thman/MyPlates12THMAN_Collage.jpg)

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**Texas A&M University Athletics** is committed to "Building Champions" through academic achievement, athletic excellence and national recognition of student-athletes, teams and programs. Texas A&M's almost 650 student-athletes compete at the NCAA Division 1-A level in [20 varsity sports](#). The university officially became a member of the storied [Southeastern Conference](#) on July 1, 2012. Opened in 1876 as Texas' first public institution of higher learning, Texas A&M University is a research-intensive flagship university with more than 50,000 students — including 10,000 graduate students — studying in more than 120 undergraduate and 240 graduate degree programs in ten colleges. [www.aggieathletics.com](http://www.aggieathletics.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 159,000 My Plates since November 2009, putting more than \$18.8M 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).

**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 oversized and overweight permits; and awards grants to law enforcement agencies to reduce vehicle burglaries and thefts. Learn more at [www.TxDmv.gov](http://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.