

## HOW MANY WAYS CAN YOU SPELL 12THMAN? At Least 100 Texas License Plates Are Trying



[http://93d3c4ea237c9c60d25d-af7906f4e771b24864bbfa3048e4a635.r49.cf2.rackcdn.com/12THMAN\\_IMAGES.jpg](http://93d3c4ea237c9c60d25d-af7906f4e771b24864bbfa3048e4a635.r49.cf2.rackcdn.com/12THMAN_IMAGES.jpg)

August 6, 2013 (Austin, TX) — Almost 10,000 Texas A&M University license plates are on the roads in Texas right now, many of them personalized, and many of them sharing the spirit of the 12THMAN. See above. The 12THMAN tradition dates to 1922 and signifies the loyalty and selfless service Aggies pride themselves on.

Though about 100 Aggie plates sold through MyPlates.com make some reference to the 12THMAN, no one has ever owned the *real, one and only* 12THMAN official Texas license plate. Texas A&M University and MyPlates.com will auction the right to display the 12THMAN license plate. Bidding begins August 12 and ends September 12-- two days prior to the Aggies' SEC showdown with defending national champion Alabama at Kyle Field.

Aggie fans and former students can register interest in the MyPlates.com 12THMAN Auction at [www.myplates.com/12THMAN](http://www.myplates.com/12THMAN).

Proceeds from the state's A&M specialty plates have outsold all other college license plates in Texas, raising almost \$3M for scholarships since 1990.

Proceeds from the MyPlates.com 12THMAN Auction benefit Texas A&M University and the General Revenue Fund of Texas. My Plates will donate its share to the University.

This is the first time 12THMAN has ever been available on a Texas license plate, and it could be the last. 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.

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 during the Texas A&M vs. Alabama game September 14<sup>th</sup>.

Since November 2009, Texans have purchased more than 155,000 My Plates, putting more than \$17.4M 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.

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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 155,000 My Plates since November 2009, putting more than \$17.5M 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 oversize 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.