

BEST YOUTH COACH IN TEXAS WINS \$25,000 FOR TEAM Nominate A Youth Coach in Statewide Contest by MyPlates.com



September 3, 2013 (Austin, TX) – Think your coach is the best in Texas? Then enter your coach in the My Plates Coach of the Year Contest to win \$25,000 for your team or organization. Anyone 13 or older can enter a coach, and parents can enter their child’s coach. Heck, if you’re a youth coach, enter yourself! It all starts at www.myplates.com/COACH.

You have from now until Friday, October 11, to nominate a youth coach. Then MyPlates.com will choose up to 20 finalists in 7 regions of Texas and announce them on Saturday, October 19.

A public vote will then pick 7 regional winners who’ll compete in a statewide vote for one winner who gets \$25,000 for his or her team or organization!

The second place prize is \$10,000 for the team, and five remaining finalists will receive the Third Place prize of \$3,000 for their teams.

That’s a total of \$50,000 in prizes for youth organizations in Texas!

The winning coach receives the plate message COACH13 for a ten-year term, valued at \$795. Second and Third Place coaches get 5-year personalized license plates from MyPlates.com, valued at \$495.

The Grand Prize Winner and My Plates Coach of the Year 2013 will be announced December 9, 2013.



Here are a few rules:

- You have to be 13 or older to nominate a youth coach.
- Youth coach is defined as someone who coaches high school age kids or younger.
- The nominated coach must be 18 or older, a Texas resident, and have been coaching at least one year.

See complete rules at www.myplates.com/coachxxxx

The contest divides Texas into 7 regions:

Central Texas
East Texas
North Texas
Panhandle
South Texas
Southeast Texas
West Texas

To see a map of your region, go to www.myplates.com/coachxxxx

Since November 2009, Texans have purchased more than 156,000 My Plates, putting more than \$18.4M 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 156,000 My Plates since November 2009, putting more than \$18.4M 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.