



Texas Department of Transportation

VEHICLE TITLES AND REGISTRATION DIVISION • AUSTIN, TEXAS 78779-0001 • (512) 465-7611

August 3, 2001

Registration and Title Bulletin # 102-01

To: All County Tax Assessor-Collectors

Subject: License Plate of the Month /Read to Succeed

PURPOSE

To provide a news release promoting the Read to Succeed license plate program, which is being featured for August 2001.

DETAILS

This RTB provides information relating to this month's License Plate of the Month, Read to Succeed.

As the name suggests, a different specialty plate is being highlighted each month. The program started with the top seller and is working its way down (there will be exceptions to accommodate seasonal tie-ins). For August, we are highlighting the Read to Succeed license plate program in honor of "back-to-school" month. Proceeds from sales of this plate are deposited into a special Read to Succeed account in the General Fund. The money is earmarked to provide educational materials for the state's public school libraries.

Attached is a "shell" news release that you can customize and send to your local media, if desired. We plan to send a similar release to the capitol press and other media outlets statewide.

In addition, we are now offering these shell releases through email. If you would like an email copy of this news release, send a request to Rpolson@dot.state.tx.us. You will receive this release on demand and future releases will be provided automatically.

VTR CONTACT PERSON(S)

If you have any questions, please contact your local regional office manager; or call Mr. Roger Polson, VTR Public Information Officer, at (512) 302-2076. Thank you very much.

Sincerely,

 Jerry L. Dike, Director
Vehicle Titles and
Registration Division

Attachment

cc: TxDOT Administration
Mr. Randall Dillard, PIO
District Engineers, Attn: PIOs
VTR Administration