



# Texas Department of Transportation

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

May 31, 2001

## Registration and Title Bulletin # 056-01

**To:** All County Tax Assessor-Collectors  
**Subject:** License Plate of the Month /Big Bend National Park

### PURPOSE

To provide a news release promoting the Big Bend National Park license plate program, which is being featured for June 2001.

### DETAILS

As we told you in RTB #115-00 (dated December 20, 2000) we are promoting the specialty plates we offer. In an effort to increase sales, thus benefits, and generate increased public awareness for your offices and our services, we launched the "License Plate of the Month" program in January.

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 June, we are highlighting the Big Bend National Park license plate program. Funds collected from the sale of this plate benefit improvements and preservation programs in Big Bend National Park.

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.

### 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

**FOR RELEASE, June 2001**

## **License plate sales benefit Big Bend National Park**

Big Bend National Park is one of the world's great natural treasures. The Texas Department of Transportation (TxDOT) and the (COUNTY NAME) County Tax Assessor-Collectors Office can help you spread the word about the splendor of Big Bend and fund programs to improve park services through the sale of the Big Bend National Parks special license plate.

The plates are \$50 annually in addition to the regular vehicle registration fee. Of that amount, \$45 goes to the Big Bend National Park account in the state treasury, providing for improvements and preservation of Big Bend National Park. To date, more than \$100,000 has been collected from the sale of this special plate.

The Big Bend plates feature a colorful view of the Chisos Mountains with one of the park's century plants in full bloom in the foreground. The words "Big Bend National Park" are displayed at the bottom of the plate. Created by state lawmakers in 1998, the plates are currently displayed on more than 1,700 vehicles.

"The Big Bend area evokes the rugged individualism that sets Texas apart," said (COUNTY TAX COLLECTOR'S NAME), (COUNTY NAME) County Tax Assessor-Collector. "With this plate, Texans can celebrate the beauty of wild Texas and help fund park programs and improvements." Motorists can get the Big Bend National Park plates by applying through the county tax office, accessing TxDOT's web site ([www.dot.state.tx.us](http://www.dot.state.tx.us)), calling TxDOT's Fax-On-Demand forms line at 1-888-232-7033, or calling the TxDOT Help Desk at 512/465-7611. A customer will receive their set within two weeks of application.

The (COUNTY NAME) County Tax Office is an agent for TxDOT, which started its specialty license plate program in 1965. Today, TxDOT has more than 85 different plate designs, with most of them benefiting a particular group or organization.

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For more information, call (COUNTY CONTACT PERSON'S NAME), (CONTACT PERSON'S TITLE), at (CONTACT PERSON'S PHONE NUMBER).