



Texas Department of Transportation

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

March 14, 2001

Registration and Title Bulletin # 026-01

To: All County Tax Assessor-Collectors

Subject: License Plate of the Month /Animal Friendly

PURPOSE

To provide a news release to promote the Animal Friendly license plate, which is the featured specialty plate for March 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 March, the highlighted plate will be the Animal Friendly plate, which will benefit programs to sterilize animals owned by the general public.

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. Mike Viesca, VTR Public Information Officer, at (512) 302-2076. Thank you very much.

Sincerely,

Jerry L. Dike, Director
Vehicle Titles and
Registration Division

Attachment

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

FOR RELEASE, March 2001

License plate sales benefit Texas pets

Many people take their dogs and cats for a ride in the family car, but there's another way to show your love of these pets. The Texas Department of Transportation (TxDOT) and the (COUNTY NAME) County Tax Assessor-Collectors Office can help you obtain a colorful specialty license plate that benefits animals statewide.

The Animal Friendly license plates feature a hand-drawn picture of a smiling dog and cat sitting quietly outside on a sunny day. Created by state lawmakers in 1997, sales have increased steadily over the years, and the plates are currently being displayed on approximately 13,000 vehicles.

"Some of our customers see the design and they just can't resist," said (COUNTY TAX COLLECTOR'S NAME), (COUNTY NAME) County Tax Assessor-Collector. "What better way to show your kindness to animals than to have a set of these license plates on your car or truck." Motorists can get the Animal Friendly plates by applying through the county tax office, accessing TxDOT's web site (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 plates are \$25 annually in addition to the regular registration fee. Of the amount charged, \$20 goes directly to the Texas Department of Health's animal friendly fund. The agency has already collected more than \$540,000, which will be dispersed as grants to eligible organizations that sterilize animals owned by the general public.

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).



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