



Texas Department of Transportation

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

July 3, 2001

Registration and Title Bulletin # 080-01

To: All County Tax Assessor-Collectors
Subject: License Plate of the Month /Keep Texas Beautiful

PURPOSE

To provide a news release promoting the Keep Texas Beautiful license plate program, which is being featured for July 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 July, we are highlighting the Keep Texas Beautiful license plate program. Funds collected from the sale of this plate are spent on TxDOT's litter prevention and community beautification efforts.

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

FOR RELEASE, July 2001

Keep Texas Beautiful license plate spreads anti-litter message

"Don't mess with Texas." is one of the state's most recognized slogans. Now the license plate which bears the famous words is being featured as July's special license plate of the month. The Texas Department of Transportation (TxDOT) and the (COUNTY NAME) County Tax Assessor-Collectors Office can bring the slogan to your Texas vehicle.

The plates are \$25 annually in addition to the regular vehicle registration fee. Of that amount, \$20 goes to TxDOT's litter prevention and community beautification efforts. The license plate features the words "Keep Texas Beautiful" in red script along the bottom of the plate and "Don't mess with Texas." in white letters on a blue background on the left-hand side.

"The Don't mess with Texas campaign has been successful in helping clean up Texas' highways and communities. It's a slogan that has shown up at events worldwide," said (COUNTY TAX COLLECTOR'S NAME), (COUNTY NAME) County Tax Assessor-Collector.

Motorists can get the Keep Texas Beautiful/Don't mess with Texas 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 (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).

An image of the Keep Texas Beautiful license plate can be downloaded from the TxDOT website at <http://www.dot.state.tx.us/insdtdot/orgchart/vtr/reginfo/spplates/specialplate.asp?dontmess>.

