



Texas Department of Transportation

VEHICLE TITLES AND REGISTRATION DIVISION • AUSTIN, TEXAS 78779-0001 • (512) 465-7611
May 1, 2001

Registration and Title Bulletin # 047-01

To: All County Tax Assessor-Collectors
Subject: License Plate of the Month /Collegiate Plates

PURPOSE

To provide a news release promoting the collegiate license plate program, which is being featured for May 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 May, we are highlighting the collegiate license plate program, sales of which benefit each of the participating colleges and universities.

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. Paul Boothe, Acting VTR Public Information Officer, at (512) 465-7622. 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



Texas Department of Transportation

news

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FOR IMMEDIATE RELEASE, May 2001

License plate sales benefit Texas colleges and universities

Austin – If you're looking for a unique gift for your college graduate or college-bound student, the answer is here. The Texas Department of Transportation (TxDOT) and the (COUNTY NAME) County Tax Assessor-Collector's Office can help you obtain a collegiate specialty license plate to show off that school pride.

Choose from among 42 Texas colleges and universities that participate in the program. The license plate will feature the logo and name of the school selected.

"Anyone can purchase these license plates, even if they didn't attend a particular school," said (COUNTY TAX COLLECTOR'S NAME), (COUNTY NAME) County Tax Assessor-Collector. "We have customers who simply support a particular college sports team and buy these plates to show off their pride."

Motorists can obtain collegiate plates by applying through the county tax office, accessing TxDOT's Web site at 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.

It takes about two weeks after application is made to receive the new plates.

Collegiate specialty plates cost \$30 annually in addition to the regular vehicle registration fee. The college or university chosen will receive \$25 of the specialty plate fee. Several schools have raised more than \$500,000 for scholarship programs. Texas A&M University has consistently been the top seller, raising more than \$1 million since 1991.

"We're pleased to do our part to support higher education," said TxDOT Executive Director Wes Heald. "This program has helped thousands of college students in the past 10 years."

In addition to the 42 collegiate specialty license plates, there are 45 other designs available, most of which benefit a particular group or organization. The (COUNTY NAME) County Tax Office is an agent for TxDOT, which started its specialty license plate program in 1965.

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For more information, call (COUNTY CONTACT PERSON'S NAME), (CONTACT PERSON'S TITLE), at (CONTACT PERSON'S PHONE NUMBER). Information about TxDOT is also available through the department's Web site at www.dot.state.tx.us.

