

**FOR RELEASE, August 2004**

## **College traditions and loyalty in Texas Specialty Plates**

Symbols of forty-nine of Texas' colleges and universities are displayed on specialty license plates available to the public. Motorists can display their Texas pride on their bumpers by purchasing collegiate specialty license plates available from the Texas Department of Transportation (TxDOT) and the (COUNTY NAME) County Tax Assessor-Collector's office. TxDOT and the (COUNTY NAME) County Tax Assessor-Collector's office are featuring collegiate specialty license plates as the plate of the month.

"Texas university students, alumni, and their families can demonstrate their collegiate pride and raise funds to advance higher education for the people of Texas with these specialty plates," said (NAME), Tax Assessor-Collector for (COUNTY NAME) County.

The collegiate specialty license plates display the university's graphic symbol on the left hand-side with the institution's name running along the bottom of the plate. Statistics based on the number of vehicles registered with collegiate plates reveal the top selling collegiate plates are Texas A&M University with 62,531 plates, the University of Texas at Austin with 21,730, and Texas Tech University with 20,977. \$703,306 has been raised for Texas higher education, \$312,655 from Texas A&M University alone.

The Texas collegiate specialty license plates are available to motorists for a \$30 annual fee, plus \$40 if personalized, in addition to regular vehicle registration fees. Of the \$30 annual fee for collegiate specialty plates, \$22 is deposited to the general revenue fund to be used by the Texas Higher Education Coordinating Board to award scholarships to students attending the college identified.

Applications for the Texas collegiate specialty plates are available at county tax offices, on TxDOT's web site ([www.dot.state.tx.us](http://www.dot.state.tx.us)), by calling the TxDOT Help Desk at (512) 465-7611, or TxDOT's Fax-On-Demand forms line at (888) 232-7033. Customers requesting orders for specialty license plates through the fax service should enter the code 0999 to receive the form for the license plate they are ordering.

TxDOT started its specialty license plate program in 1965. Today, there is a wide variety of different plate designs, many of them benefiting a particular group, organization, college or university. Since 1994, more than \$10 million has been raised for sponsoring organizations, colleges or universities.

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

Ordering information is at: [www.dot.state.tx.us/vtr/spplates/allplates.htm](http://www.dot.state.tx.us/vtr/spplates/allplates.htm)