

## New High School Plates Shine in Friday Night Lights



For Immediate Release  
Christine Randolph  
My Plates  
512-422-0144  
[christine@myplates.com](mailto:christine@myplates.com)

September 1, 2010 (Austin, TX)

Fans of perennial 5A powerhouses Southlake Carroll & Allen can now show their Dragons or Eagles passion 24/7 on the streets of Texas.

Both Carroll ISD and Allen ISD are the first high schools in Texas to kick off their own specialty license plates as part of the state's new specialty license plate marketing vendor program, My Plates. The plates are available for order at [www.myplates.com](http://www.myplates.com).

"All plates are official and authorized by the Texas Department of Motor Vehicles," said My Plates President Steve Farrar.

Close on the heels of these two plates will be the Liberty Christian High School plate, expected to be available to the public later this fall.

"We have very passionate fans who have been eagerly awaiting the release of these plates," said Carroll Superintendent David Faltys. "What we like about the program is that it isn't just about football, but instead about showing community pride in all aspects of your local school district. It's a real win-win for Dragon families who can show their school spirit while also helping to raise revenue for the General Revenue Fund."



According to Tim Carroll, Allen ISD community services director, “These plates are a great opportunity for our fans to show their support for Allen High School and its athletic programs.”

Order online at [www.myplates.com](http://www.myplates.com) or by calling 888-7MY-PLATES.

My Plates prices range from \$55 to \$195 for a one-year plate. The yearly cost gets lower when plates are purchased for 5 or 10 years.

---

Contact Christine Randolph at (512) 422-0144 or [christine@myplates.com](mailto:christine@myplates.com).

Terminology: “Specialty” plate refers to any official license plate other than the state’s general issue plate. Specialty plates can be “personalized” plates, but they don’t have to be. The legislature, the law, TxDMV, and My Plates use only “specialty” and “personalized” to refer to these plates, not “vanity,” which is slang that rarely fits the diverse stories behind the plates thousands of quite humble Texans have a lot of not-at-all-vain fun displaying.

Visuals: Create custom graphics for your media outlet at [www.myplates.com](http://www.myplates.com).

**Background:**

Texas is the first state in the U.S. to hire a private vendor to create, market, and sell new license plate designs as a way to raise money for the state. The program guarantees 25 million dollars to the state’s general revenue fund and offers Texans a fun choice in customizing their cars. In August 2009, the state awarded the contract to operate the My Plates program to a joint venture between Etech, Inc. of Nacogdoches ([www.etechinc.com](http://www.etechinc.com)) and Pinnacle Technical Resources of Dallas ([www.pinnacle1.com](http://www.pinnacle1.com)). My Plates is a contracted vendor with the Texas Department of Motor Vehicles (TxDMV). Since sales began November 19, 2009, Texans have bought more than 21,000 My Plates, delivering in excess of \$1.6M in to the State General Revenue Fund. .

**My Plates** designs and markets new specialty license plates as a vendor for the Texas Department of Motor Vehicles. My Plates’ goal is to create a long-term, mutually-beneficial relationship designed to maximize revenues for the state through the sale of My Plates specialty plates. My Plates is dedicated to providing Texans with greater choices in specialty plate designs, a unique way to add personality to your vehicle, and unmatched customer service. My Plates is a joint venture of Etech, Inc. of Nacogdoches ([www.etechinc.com](http://www.etechinc.com)) and Pinnacle Technical Resources of Dallas ([www.pinnacle1.com](http://www.pinnacle1.com)), Pinnacle is a HUB certified minority owned company. [www.myplates.com](http://www.myplates.com)

**TxDmv** is responsible for the registration, titling and credentialing of personal and commercial vehicles. It also licenses vehicle dealers and issues operating authority for commercial motor vehicles and buses. TxDMV also is home to the Auto Burglary and Theft Prevention Authority (ABTPA), which awards grants to law enforcement agencies to reduce auto theft and increase public awareness and education. To learn more, go to [www.TxDmv.gov](http://www.TxDmv.gov). ###