



MEDIA ADVISORY

Bureau of Motor Vehicles

Ohio Bureau of Motor Vehicles • Mike Rankin, Registrar
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April 12, 2013

FOR IMMEDIATE RELEASE:

Contact: Lindsey Bohrer, Public Information Officer
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OHIO BUREAU OF MOTOR VEHICLES TO ISSUE FIRST OHIO PRIDE LICENSE PLATE

WHO: Director Thomas P. Charles, Ohio Department of Public Safety
Registrar Mike Rankin, Ohio Bureau of Motor Vehicles
Walker Crane, Taylor Hicks and Tom Hoying, Columbus College of Art and Design Students and Designers of the Ohio Pride License Plate
Lindsay Kronmiller, Creative Director, Columbus College of Art and Design

WHERE: The Ohio Department of Public Safety
BMV Lobby
1970 West Broad Street
Columbus, Ohio 43223

WHEN: Monday, April 15, 2013
7:45 a.m.

BACKGROUND: Beginning Monday, April 15, 2013, Ohio will offer a new standard license plate design, proudly called Ohio Pride.

The name Ohio Pride was selected to culminate the celebration of what makes Ohio unique. This plate displays in the background 46 slogans describing what makes Ohio a great state. The selection of slogans was a collaborative effort of Ohio residents submitting votes and the Bureau of Motor Vehicles tallying the votes to provide the most popular slogans. Upon the final selection of slogans, Governor Kasich connected with Columbus College of Art and Design students to design the plate. Their artistic ability gave us a design which is distinctive to Ohio.

The design will be fully implemented to include all standard license plate designs and all special interest designs. Customers who still wish to obtain the Beautiful Ohio license plate design have the option to purchase the standard license plate at their local deputy registrar office until June 30, 2013, or until inventory is depleted at a specific location.

For more information, log onto http://bmv.ohio.gov/faq_ohio_pride_plates

***All attendees will be available for interviews immediately following the presentation.**