



MEDIA RELEASE

Bureau of Motor Vehicles

Ohio Bureau of Motor Vehicles • Mike Rankin, Registrar
www.ohiobmv.com



FOR IMMEDIATE RELEASE

April 15, 2013

**Contact: Lindsey Bohrer, Public Information Officer
(614) 752-6585**

OHIO PRIDE LICENSE PLATE NOW AVAILABLE FOR SALE

COLUMBUS– Today, Ohio Department of Public Safety Director Thomas P. Charles and Bureau of Motor Vehicles Registrar Mike Rankin issued the first Ohio Pride license plate to Tom Hoying, a Columbus College of Art and Design (CCAD) student who helped with the design of the new license plate.



The name Ohio Pride was selected to represent and celebrate what makes Ohio unique. This plate displays 46 slogans in the background describing what makes Ohio a great state. The selection of slogans was a collaborative effort of Ohio residents submitting votes and the BMV tallying the votes to provide the most popular slogans. Upon the final selection of slogans, Governor Kasich connected with students from the CCAD to design the license plate. Their artistic ability gave us a design which is distinctive to Ohio.

This plate will be available online via OPLATES, all local deputy registrar locations, by telephone (via the IVR system) and through the mail beginning April 15. 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. This decision was made to give the customer an option to choose the design they prefer and to minimize the expense of salvaging the remaining Beautiful Ohio inventory. Customers will not be able to purchase a Beautiful Ohio special license plate (Special Interest, Collegiate, or Military) on or after today, April 15, 2013.

For more information, log onto www.bmv.ohio.gov