



# MEDIA RELEASE

## Bureau of Motor Vehicles

Ohio Bureau of Motor Vehicles • Mike Rankin, Registrar  
[www.ohiobmv.com](http://www.ohiobmv.com)



**FOR IMMEDIATE RELEASE**

**November 6, 2014**

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## **OHIO BUREAU OF MOTOR VEHICLES RECEIVES NATIONAL AWARD**

**COLUMBUS** – The Ohio Bureau of Motor Vehicles (BMV) recently received the American Association of Motor Vehicle Administrators (AAMVA) 2014 Public Affairs and Consumer Education (PACE) Award.

Ohio BMV was the winner in Category 5A, News Release, for its release on the “What’s on Your Plate?” Contest, a campaign designed to give special plate holders a chance to showcase the creativity of their plate and promote the special plate program.

The BMV launched the “What’s on Your Plate” campaign in November 2013 to give Ohioans the opportunity to share the unique, creative stories behind the message on their license plate. Photos and submissions can be sent to [Communications@dps.state.oh.us](mailto:Communications@dps.state.oh.us) and winners are selected quarterly.

AAMVA’s PACE Awards Program recognizes public relations, public affairs and consumer education excellence among the motor vehicle, law enforcement and traffic safety agencies across North America. The program recognizes creativity, cost effectiveness and the ability to reach consumers with a well-crafted, measured and executed message. This year, AAMVA received more than 100 submissions for the PACE Awards.

The PACE Awards are separated into seven Divisions – Print and Electronic Publications, Advertising, Special Events, Video, Writing/Media Relations, Graphic Design, and Websites/Technology. Each Division contains several different categories.

Both Division and Category PACE awards are national awards. Division winners were presented with their awards at AAMVA’s Annual International Conference and Category winners were presented with their awards at their respective AAMVA Regional Conferences.