

## Centennial License Plate Selected As The Best License Plate In The Nation For 2010

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SANTA FE – The New Mexico Motor Vehicle Division was presented with the Best License Plate in the United States Award for its Centennial License Plate at a special ceremony held at the New Mexico History Museum in downtown Santa Fe on Monday, May 16.

The event was attended by Governor Susana Martinez, Taxation & Revenue Secretary Demesia Padilla, Motor Vehicle Division Director Keith Perry, Cultural Affairs Department Secretary Veronica Gonzales and Tourism Secretary Monique Jacobson.

The prestigious award was presented by the Automobile License Plate Collectors Association (ALPCA) which earlier this year announced New Mexico's turquoise Centennial plate as best plate in the nation for 2010. About 350,000 of the Centennial plates have been distributed to various field offices since their introduction by the New Mexico Motor Vehicle Division in January 2010. MVD distributed about 230,000 yellow plates for the same time period.

"The successful launch of the Centennial license plate is helping promote and raise awareness across New Mexico and the country that we will be commemorating an important milestone in our state's history," said Secretary Padilla. "I encourage all New Mexicans to get this new license plate so we could collectively promote our state and share in this momentous celebration."

MVD Director Perry added, "I am honored to accept this award on behalf of all our employees and those involved in its design, manufacture and issuance. This plate will go forward keeping New Mexico's theme of 'Land of Enchantment' as a reminder to New Mexicans of our proud heritage and hopefully enticing others from out of state who see the plate to come visit New Mexico and enjoy its beauty and hospitality."

Representatives from ALPCA presented the award to Governor Martinez, Secretary Padilla, MVD Director Perry, Secretary Gonzales and Secretary Jacobson. The popular plate was designed by state Cultural Affairs Department creative director David Rohr.

The New Mexico MVD has a long history of national firsts when it comes to license plate design. The Zia sun symbol is the world's oldest continuous promotional graphic used on a license plate, appearing every year since 1927.

After the New Mexico Centennial activities wrap up at the end of 2012, the phrase, "Centennial 1912-2012" will be dropped from the commemoration plate, and the turquoise license will continue to serve as one of two official state plates along with a classic yellow plate that has existed in various forms since 1980.

ALPCA has sponsored the annual Best License Plate Award program since 1970. Pennsylvania won the first award in 1971. Finishing as runner-up to New Mexico for 2010 was Rhode Island's Plum Island Lighthouse plate. Maryland came in third.

Founded in 1954, ALPCA is the world's oldest and largest non-profit organization devoted to researching, collecting and promoting license plates. With more than 3,000 members worldwide, ALPCA will host its 59<sup>th</sup> Annual Convention in Albuquerque in 2013.