



TxDMV * 4000 JACKSON AVENUE, AUSTIN, TEXAS 78731 | media@dmv.state.tx.us | www.TxDMV.gov

MEDIA ADVISORY September 14, 2010

Media contact:
Kim Sue Lia Perkes
TxDMV Public Information Officer
(512) 302-2076
KSL.Perkes@TxDMV.gov

TEXAS DEPARTMENT OF MOTOR VEHICLES (TxDMV) PRESS CONFERENCE TxDMV to announce end of the "big blue blob"

WHEN: 2 p.m., Thursday, September 16, 2010

WHERE: Tarrant County Tax Office - Arlington

700 East Abram Street, Arlington, Texas 76010

WHAT: The Texas Department of Motor Vehicles (TxDMV) will introduce an improved vehicle

registration sticker. Many Texas drivers are passionate about the sticker – which is on more than 21 million vehicles – and the new registration sticker design will make it easier for Texans to "check the date, love their state" and is in response to popular demand. The

solid blue back is being replaced with a see-through window.

VISUALS: • 5'x5' Registration Sticker with live demonstration of

"old to new"

 Large sticker versions with "old-to-new reveal" capabilities for on-air anchor or reporter use

 Graphic T-shirts worn by Tarrant County Tax Office employees and customers

INTERVIEW OPPORTUNITIES:

- TxDMV Board Chairman Victor Vandergriff
- Randy Elliston, Director, TxDMV's Vehicle Titles and Registration Division
- John Ames, Dallas County Tax Assessor-Collector
- Betsy Price, Tarrant County Tax Assessor-Collector

BACKGROUND:

Texas has the second largest number of registered vehicles in the nation, with over 21 million vehicles registered annually. It is the largest state in the country to offer customized registration stickers. Registration fees raise more than \$1 billion each year to build the state's highways, roads and bridges. About a third of all registration fees stay in the county in which they are collected for local road projects. TxDMV's *Put Texas in your corner*® vehicle registration compliance campaign reminds Texans to keep their registration sticker current.

MEDIA: Media interviews with speakers and customers immediately following the 2 p.m. press

conference at the Tarrant County - Arlington tax office.

SATELLITE UPLINK: TxDMV Registration, 3:30 – 4 p.m. (CST)

SATTELLITE: Galaxy 28

XPDR: K4/Slot B

UPLINK FREQUENCY: 14068.5mhz Vertical DOWNLINK FREQUENCY: 11768.5mhz Horizontal Trouble/Technical Help: Ray Guy, (512) 415-6862