

WHALE TAIL SM

LICENSE PLATE DESIGN CONTEST

The **California Coastal Commission** announces the WHALE TAIL SM License Plate Design Contest. The winning artwork will be featured on a new official DMV license plate and will be available for purchase by all California drivers.

The Coastal Commission is launching this contest to find a new image for its specialty license plate, known as the Whale Tail plate. As with the current plate, funds raised from purchase and renewal fees will support marine education, beach enhancement, and coastal trails. The new license plate will most likely be available for purchase in 2010. (Although the current design will no longer be sold at that point, it may remain on vehicles indefinitely).

Entries, including entry forms, must be postmarked or hand-delivered to the Coastal Commission's San Francisco office by 5 PM on Thursday, January 15, 2009

Any artistic media including photography, painting, digital art, or graphic design may be used – the key is that it be 11 3/8 inches wide by 5 3/8 inches high and will work as the background for a California license plate. A license plate template is included with the guidelines. The design must include a whale tail, which may be the central feature or part of a broader California coastal motif. Please refer to the contest guidelines for complete contest rules.



Current Whale Tail SM license plate

For more information, including entry form and guidelines, visit: www.coastforyou.org, call (800) COAST-4U, or write to:



California Coastal Commission
Whale Tail License Plate Design Contest
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