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FOR IMMEDIATE RELEASE

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NEW LICENSE PLATE DESIGN WINNER ANNOUNCED

Blythewood, SC – The South Carolina Department of Motor Vehicles (SCDMV) announced today the winner of the South Carolina license plate design competition. The winning plate, designed by Matthew Kamann of Mt. Pleasant, features a dark blue palmetto tree and crescent moon against the sunrise. The plate slogan, developed by the South Carolina Department of Parks, Recreation and Tourism, invites visitors with a new tourism Web address at www.travel2SC.com.

The new plate, which received more than 102,000 votes in the public voting contest, is scheduled for production in 2008. During the competition, SCDMV received more than 300 artwork submissions, which were reviewed by a panel of judges. Public voting for the three finalists began June 8 and ended July 27. Other finalists in the competition were Tom Crosby of Darlington and Karen Nelson of Gilbert.

“The new license plate competition gave South Carolina citizens the opportunity to participate in the process for the first time,” said SCDMV Executive Director Marcia Adams. “We appreciate all the submissions we received and we’re very pleased with the outcome of the competition. We wanted the new plate to be a positive representation of the state and no other symbol of South Carolina is more recognizable than the palmetto tree and crescent moon.”

For more information about South Carolina license plates, visit the SCDMV Web site at www.scdmvonline.com.

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The New SC License Plate will be issued in July 2008.



Matthew Kamann of Mt. Pleasant designed the new South Carolina license plate.