

Oregon Wins Award for Best License Plate for 2019



Salem, Dec 23, 2020 (Issuewire.com) - Keep Oregon Green and the Automobile License Plate Collectors Association (ALPCA) have announced that Oregon's "Smokey Bear" license plate is the winner of the Best License Plate Award for 2019. This is the third time Oregon has received the award. In 1988 the state won the award for its general issue license plate and again in 2002 for its Crater Lake plate. The announcement of this winner of this contest was delayed do to COVID-19.

ALPCA president, Cyndi McCabe said "Congratulations to the State of Oregon for winning the Automobile License Plate Collectors Association's 2019 Best Plate Award. Keep Oregon Green's colorful plate, featuring Smokey Bear in celebration of the legendary wildfire prevention mascot's 75th birthday, captured the honor with a significant margin of votes from ALPCA members."

Keep Oregon Green (KOG) chose to celebrate Smokey Bear's 75th Anniversary with the sale of the license plate which was designed by DHX Advertising. The required 3000 prepaid vouchers went on sale in December 2018 and were sold in 15 days. Plates went on sale in all DMV offices on August 1, 2019.

These tags are available in a pre-numbered format or as a vanity. Plate sales to date have exceeded 24,000 pairs. KOG receives \$35 of the extra \$40 for the sale or renewal of each pair. A royalty of 10% of the proceeds goes to the USFS.

Since 1970, ALPCA has sponsored the annual Best License Plate Award program. Members nominate the best 10-12 plates from the scores of new plates around the world. The members based their choices on both attractiveness and legibility which the members found to be well qualified on both criteria. Founded in 1954, ALPCA is the world's oldest and largest non-profit organization devoted to researching, collecting, and promoting license plates.

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