

**CALIFORNIA COASTAL COMMISSION**

45 FREMONT, SUITE 2000  
SAN FRANCISCO, CA 94105-2219  
VOICE (415) 904-5200  
FAX (415) 904-5400  
TDD (415) 597-5885

**Media Contacts**

Orange County at Dana Point Harbor:

Toni Purry, [toni.purry@purry.com](mailto:toni.purry@purry.com), 310.410.0300

Santa Monica at Santa Monica Pier:

Maria Losch, [maria@marialosch.com](mailto:maria@marialosch.com), 310.592.6724

San Francisco at Crissy Field:

Dawn Stranne, [dawn@pr-dsa.com](mailto:dawn@pr-dsa.com), 415.893.1780

Coastal Cleanup Day and general:

Judi Shils, [judishils@earthlink.net](mailto:judishils@earthlink.net), 415.939.1232

**California Coastal Commission to Debut New Whale Tail® Specialty License Plate  
With a Whale of a Deal**

*Special incentive offer, design contest winners to be announced at press conferences in San Francisco, Santa Monica and Dana Point on August 2 at 10 a.m.*

**(SAN FRANCISCO/SANTA MONICA/DANA POINT, Calif., July 26, 2011)** -- The California Coastal Commission and the Department of Motor Vehicles will officially launch the new Whale Tail® Specialty License Plate on August 2, 2011. The redesigned license plate will debut with a series of press conferences to be held simultaneously at Crissy Field in San Francisco, Dana Point Harbor in Orange County, and the Santa Monica Pier, on Tuesday, August 2, at 10 a.m.

At the press conferences, the California Coastal Commission will introduce a “whale of a deal” for the public, with details on special incentives to encourage purchase of the new license plate, and will announce the names of the design contest winners.

The vibrant new plate features a sunny sky with puffy clouds and the tail of a humpback whale splashing droplets of water into a deep blue sea. It looks like a bright day and is very evocative of California.

First produced in 1997, the iconic Whale Tail® plate is among the most popular specialty license plates ever sold. Nearly 200,000 plates have been purchased to date, raising \$60.2 million for coastal conservation efforts and education, and other environmental conservation projects throughout the state.

Marine life artist Wyland of Laguna Beach designed the artwork for the first Whale Tail® license plate. After Wyland asked for a 20% royalty from all sales of the license plates, the decision was made to seek out a new design. On July 12, 2011, the Coastal Commission issued a Declaration of Appreciation to Wyland thanking him for his generous contribution. “While we are grateful to Wyland for his donation over many years, we opted to retire the plate,” said Peter Douglas, Executive Director of the California Coastal Commission. “This presented an exciting opportunity to freshen the look of the license plate, inspire new interest, and get the public involved.”

(more)

The California Coastal Commission held a contest to design a new Whale Tail® license plate, retaining the whale theme that has become so popular with Californians. After receiving more than 300 entries, the Commission selected two winners (one lives in Northern California, one in Southern California) and invited them to collaborate on a new Whale Tail image combining facets of each of their winning designs. A team of graphic designers made final refinements.

As part of the rollout, the California Coastal Commission will kick off *Stewards of the Coast*, a summer campaign culminating in the 27<sup>th</sup> Annual California Coastal Cleanup Day on Saturday, September 17th. Convention and visitor bureaus from across the state stepped up to support this campaign to promote their destinations and California tourism as a whole and to unite around promoting sales of the Whale Tail® License Plate.

The *Stewards of the Coast* sponsor team was spearheaded by Anaheim/Orange County Visitor and Convention Bureau, and includes the following additional major sponsors: the City of Dana Point and its partners the County of Orange, Dana Point Harbor Association, and Dana Point Chamber of Commerce; Santa Monica Convention and Visitors Bureau and its partners Pier Restoration Corporation, Pacific Park, and Sustainable Works; SeaWorld, San Diego; and Waste Management.

Supporting sponsors include Huntington Beach Marketing and Visitors Bureau (Surf City USA®), Laguna Beach Visitors and Conference Bureau, Long Beach Convention and Visitors Bureau, San Francisco Travel, Santa Barbara Conference and Visitors Bureau, Santa Cruz County Conference and Visitors Bureau, Sonoma County Tourism Bureau, and Visit Newport Beach Inc.

Tickets were provided by Aquarium of the Bay in San Francisco, Long Beach Aquarium of the Pacific, and SEA LIFE™ Carlsbad Aquarium at the LEGOLAND® California Resort.

During the month of July, the DMV has suspended on-line orders as they transition to the sale of the new plate, but will accept mail-in orders for the redesigned Whale Tail® plate. On-line orders will resume August 2<sup>nd</sup>. For more information, including a printable application, please visit <http://www.ecoplates.com>.

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