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Press Release

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Coastal Federation License Plate Races Past 5,000

Ocean, N.C. – What’s faster than NASCAR and hotter than most college teams? Sales of the North Carolina Coastal Federation’s specialty license plate.

Last month, the Coastal Federation’s plate, sporting a pristine beach scene, surpassed 5,000 plates sold, outselling many of the state’s 100 plates. The popular program, which began in 2006 through North Carolina’s Division of Motor Vehicles, has contributed \$177,000 to-date to the non-profit environmental group, headquartered in Ocean, N.C.

Todd Miller, the Coastal Federation’s Executive Director, explained how the program has benefited the coast, “One hundred percent of the \$20 Coastal Federation plate donation is used for Federation projects. Specialty license plate fees put educators, Coastkeepers and restoration specialists in the field, working with students and adults to protect and restore coastal North Carolina.”

In just three years, funds from the program have helped the Federation engage more than 25,000 students in environmental projects, protect more than 300 acres through conservation easements and land purchases and restore more than 260 acres of wetlands and oyster habitat.

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The fee for a Coastal Federation plate is an additional \$30 a year. Of this fee, \$20 goes to the Federation and \$10 goes back to the state to support the state's visitor centers and beautification programs. Plates can be purchased at any local license bureau office in the state. To learn more visit the Federation's web site at www.nccoast.org/license.

The North Carolina Coastal Federation is the state's only non-profit organization focused exclusively on protecting and restoring the coast of North Carolina through education, advocacy and habitat restoration and preservation. Its headquarters and central regional office are located at 3609 Highway 24 in Ocean between Morehead City and Swansboro. The Federation also has a northeast regional office in Manteo and a southeast regional office in Wilmington. For more information call 252-393-8185 or check out NCCF's website at www.nccoast.org

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