

NEWS RELEASE



September 23, 2009

FOR IMMEDIATE RELEASE

Contact: Bob Kingman
(530) 906-2625
(530) 823-4678

New Sierra Nevada License Plate Launched

Squaw Valley, Calif. – Secretary for Natural Resources Mike Chrisman today announced the launch of a new environmental license plate campaign to support projects that benefit the Sierra Nevada.

“This is an opportunity for all Californians to show their support for the Sierra Nevada, and at the same time help fund meaningful projects to improve watershed health, reduce fire risk, protect our open spaces, and promote recreation in the Region,” Chrisman said. “Everyone loves the Sierra for their own reasons, and now we have a way of showing our support. I urge every Californian to consider making a pledge in support of the Sierra Nevada.”

Chrisman announced the license plate campaign during a Board meeting of the Sierra Nevada Conservancy (SNC), held as the Conservancy marks its five-year anniversary. Governor Schwarzenegger created the SNC on Sept. 23, 2004 when he signed bi-partisan legislation drafted by former Assemblymen John Laird (D) and Tim Leslie (R).

The new plate features a collage of mountains, streams, blue sky, and a bear, and can be purchased by visiting www.sierralicenseplate.org. The DMV will issue plates as soon as the first 7,500 are sold.

“This license plate campaign will fund actual projects, not operating expenses,” said Jim Branham, Executive Officer of the Sierra Nevada Conservancy. “Proceeds will directly fund the Conservancy’s efforts to protect and restore the majestic landscapes in the Sierra, which includes its rivers and streams, lakes, meadows and forests, farms and ranches, and rural towns and communities.”

Additionally, funds will allow the SNC to continue its work to protect watersheds, reduce the risk of natural disasters, and aid in the preservation of working landscapes, and so much more. To date the Conservancy has awarded some \$20 million in projects within its region, which encompasses 25 million acres and parts of 22 counties from the Oregon border to the north down to eastern Kern County to the south.

###