

For immediate release:

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Cattlemen Foundation Offering Beef License Plate

Cattle producers and beef industry enthusiasts alike can now show their pride in Missouri's beef industry while helping the Missouri's Cattlemen Foundation insure future programs such as college scholarships, farm safety and youth education programs. Missouri's first-ever livestock specific vehicle license plate needs a minimum of 200 plates for the Department of Revenue to begin production; and they are well over half way there. Now is definitely the time to act if you want to show your pride in the beef industry.

The plate's colors and design depict the rich heritage of Missouri's cattle industry and the dawning of a new day in Missouri with a cow silhouetted on the horizon. For a minimum of a \$25 per year donation to the Missouri Cattlemen's Foundation in addition to the standard \$15 per year Department of Revenue reservation fee, you can either personalize your plate or transfer over your existing plate configuration.

According to Gary Ryan, a board member for the Foundation, "This is every beef and agriculture enthusiasts chance to show off your heritage and your business as well as support the next generation of beef producers and agribusiness professionals." He went on to add that "this is a great gift idea- and a great way to subtly promote our industry while traveling on the road ways. It is also an excellent opportunity for the 587 scholarship recipients over the years to stay connected."

To learn more about how you can get the license plate on your vehicle, contact the Missouri Cattlemen's Foundation at info@mocattlemenfoundation.org or Gary Ryan at 573-592-0202. The Missouri's Cattlemen Foundation is a 501 (c) 3 charitable entity and donations may be deductible for tax purposes.

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