

CALIFORNIA COASTAL COMMISSION

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**The NEW Whale Tail® Ecoplate – Frequently Asked Questions**

What does the new Whale Tail® design look like? The new design features a sunny sky with puffy clouds and a humpback whale tail splashing droplets of water into a deep blue sea. It is very evocative of the California coast where humpbacks are frequently seen during migration season.

Who designed the new Whale Tail® image?

The California Coastal Commission held a contest, asking the public to send in designs for a new Whale Tail® Ecoplate. Judges selected two winners from more than 300 entries. The winning artists, are Elizabeth Robinette Tyndall, a painter from Bethel Island on the California Delta, and Bill Atkins a digital artist from Laguna Beach. The two artists collaborated on a new image that combined facets from each of their designs. Then their design was refined by a team of graphic designers.

What is the history of the Whale Tail® license plate?

The original whale tail license plate was introduced in 1997. Among the most popular specialty license plates with 198,000 sold to date, the Whale Tail® license plate has raised over \$60 million for environmental conservation efforts. The original Whale Tail design, which was donated by marine life artist Wyland, was discontinued on July 1, 2011. The CCC had decided to change the design in 2008, after Wyland asked for a 20% royalty from plate sales. The Coastal Commission appreciates Wyland's contribution and issued a Declaration of Appreciation thanking him.

What does the Whale Tail® Ecoplate fund? Coastal preservation, habitat restoration, marine education and recreation, coastal access pathways, wildlife protection, open space preservation, and pollution prevention. The plate also funds the annual California Coastal Cleanup Day coming up on Saturday, September 17th.

When can I order the newly designed license plate?

On August 2, beginning at 10:30am, on-line orders can be placed at www.ecoplate.com. The Department of Motor Vehicles is currently accepting mail-in orders and a printable application is available at www.ecoplates.com.