



OREGON
HISTORY MUSEUM
AT THE OREGON HISTORICAL SOCIETY

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For Immediate Release

Pacific Wonderland License Plates Re-Created in Honor of Oregon's 150th Birthday to Raise Money for Oregon Historical Organizations

On March 1 these classic plates will be available through the DMV with the proceeds split between the Oregon Historical Society and the Oregon State Capitol Foundation

Portland, Ore. – February 22, 2010 – Oregonians will soon be able to own the limited edition Pacific Wonderland license plate that has been re-created in honor of Oregon's 150th birthday. The DMV will be issuing up to 40,000 of these plates starting March 1.

Oregon schoolchildren originally created the Pacific Wonderland license plate in honor of Oregon's 100th birthday. The license plates featured the colors of the state flag, a blue background with yellow font and had the words "Pacific Wonderland" below the letters and numbers. Oregon issued the original Pacific Wonderland plates for five years between 1959 and 1964. The new iteration, features the same bold, blue background, yellow font, and "Pacific Wonderland" motto, but also includes the popular *Oregon 150* logo in honor of Oregon's 150th birthday.

Proceeds from plate sales, are projected at \$1.27 million will be split evenly between the Oregon Historical Society and the Oregon State Capitol Foundation.

- The revenue will help the Oregon Historical Society fulfill their mission to preserve and interpret Oregon's past in thoughtful, illuminating, and provocative ways, despite recent cuts in state funding that have forced the Society to make cuts to both staff and programming.

The Oregon Historical Society will use the funds to support:

- The Research Library, is currently operating at reduced hours.
- Education programs for students and the general public

- Production of our journal, the Oregon Historical Quarterly
- Permanent and rotating Oregon History Museum exhibits

The Oregon State Capitol Foundation will utilize its funds to establish an Oregon history center at the Capitol building.

“The Pacific Wonderland plates will provide much needed funding to help keep the state’s history safe and accessible to Oregonians,” Oregon Historical Society executive director George Vogt said. “Plus, they’re an excellent commemoration of our state’s sesquicentennial.”

Oregon State Senator Rick Metsger, a car enthusiast and history buff, introduced Legislation to create the plate.

“I believe the plates will sell really well across several markets,” said Senator Metsger. “They will have an obvious appeal to vintage car enthusiasts and those who remember the original. But, I believe the appeal will be much wider. The Pacific Wonderland plates are retro. And, I think they will appeal to both young and old alike. They’ll definitely stand out on the road.”

Beginning March 1, Oregonians will be able to order the Pacific Wonderland plates at any DMV office throughout the state. Or, download an application off of the DMV’s website at www.oregon.gov/ODOT/DMV/vehicle/pacific_wonderland.shtml. More information about the plates can also be found at the Oregon Historical Society’s website at www.ohs.org/shop/pacific-wonderland-license-plate.cfm.

About Oregon Historical Society and Oregon History Museum

The Oregon History Society’s mission is preserving and interpreting Oregon’s past in thoughtful, illuminating and provocative ways. To achieve this mission, the organization fulfills a vast array of services for the state. One of their primary functions is protecting and archiving historical Oregon treasures, which they do in their 100,000 square foot archival facility in Gresham. Oregonians can experience these artifacts through websites such as TimeWeb and The Oregon History Project, by visiting the Research Library, through educational programs that include classroom tours, and through the exhibitions at their Oregon History Museum. To learn more, visit www.ohs.org

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