

**FOR IMMEDIATE RELEASE**

For more information contact:  
Joanne Wolan  
Wisconsin 4-H Foundation  
[Joanne@Wis4HFoundation.org](mailto:Joanne@Wis4HFoundation.org)  
608.262.1597

**4-H FOUNDATION UNVEILS 4-H LICENSE PLATE**

*Madison, Wis.* (October 2019) – The brand new Wisconsin 4-H license plate is now available for your car, truck or motor home. This specialty plate is now available through the Wisconsin Department of Motor Vehicles and bears the message “4-H Empowering Youth”. The sale of each license plate will include a monetary contribution to the Wisconsin 4-H Foundation.

“This is a great way for our 4-H families, alumni and supporters to show their 4-H pride,” says Brenda Scheider, Executive Director for the Wisconsin 4-H Foundation. “Half of the proceeds from every plate sale will go back to the county in which the plate was purchased. The other half will be used for state and regional 4-H programs.”

Vehicles that qualify for the 4-H license plate include:

- Automobiles
- Motor homes (annual registration only)
- Motor trucks
  - 4,500, 6,000 or 8,000 pounds gross weight including dual purpose farm and dual purpose motor home
  - 12,000 pounds gross weight farm truck

Persons requesting Wisconsin 4-H license plates will pay:

- The regular registration fee for the vehicle if the current plates expire within three months or the vehicles has no plates.
- \$15 issuance fee or an annual \$15 personalized plate fee, if requested.
- \$25 annual donation. The donation may be deductible.

4-H license plates may be personalized by paying a \$15 personalized plate fee each year in addition to the \$25 donation and regular annual registration fee. With each annual license plate renewal, 4-H supporters will pay the regular registration fee for non-personalized 4-H license plates and the \$25 donation.

Contact the Wisconsin Department of Transportation directly or visit [www.wisconsin.gov/Documents/formdocs/mv2969.pdf](http://www.wisconsin.gov/Documents/formdocs/mv2969.pdf) for more information.

The Wisconsin 4-H Foundation provides essential support for the Wisconsin 4-H Youth Development Program – A program of the University of Wisconsin Cooperative Extension. Annually, nearly 150,000 Wisconsin youth take part in 4-H programs throughout the state, supported by more than 20,000 adult and youth volunteers.

4-H activities emphasize communication skills, self-confidence, sound decision-making practices, and community concern, all of which prepare today’s youth to be our leaders tomorrow. Find out more about the Wisconsin 4-H Foundation and how you can support our most precious resource, Wisconsin Youth, at [www.Wis4HFoundation.org](http://www.Wis4HFoundation.org).

**WISCONSIN**



**10000<sup>F</sup><sub>H</sub>**

*Empowering Our Youth*