

## PRESS RELEASE

### NEBRASKA WINS BEST NEW LICENSE PLATE AWARD

#### Media Contacts:

ALPCA: Gus Oliver, 918-671-4653 or gus8407@yahoo.com

Union Pacific: Mark Davis, 402-544-5459 or mwdavis@up.com

The Automobile License Plate Collectors Association (ALPCA, Inc.) has overwhelmingly voted the Friends of the Union Pacific Railroad Museum license plate from Nebraska as the best new plate in the United States. Last year, Nebraska introduced a beautiful license plate to increase support for the Union Pacific Railroad Museum which also coincides with 150<sup>th</sup> Anniversary of the creation of the railroad.

Since 1970, ALPCA recognizes a state with the best new license plate design of the year. This year marks the 42nd anniversary of the award and the first award for Nebraska. "I am pleased to announce that the Great State of Nebraska is this year's recipient of ALPCA's Best Plate Award," said ALPCA President Greg Gibson. "Nebraska's outstanding Railroad plate topped plates from twelve other states." ALPCA members worldwide were asked to vote based on two judging criteria: the overall attractiveness of the license plate design and its legibility as a tool for public safety and law enforcement. ALPCA's Best Plate Award Coordinator Gus Oliver said "Many of the members commented about the combination of attractiveness and simplicity of this plate. I knew it had an excellent chance of winning the moment I first saw it."

"The Nebraska Department of Motor Vehicles is honored to have assisted with facilitating the production of the Union Pacific Railroad Museum license plate," said Rhonda Lahm, Director for the Nebraska Department of Motor Vehicles. "The plate not only honors the significant contribution the Union Pacific Railroad makes to the State of Nebraska, but also displays the urban and rural diversity of our state."

"The Friends of the Union Pacific Railroad Museum Board and all who work or volunteer at the museum were proud to be a part of Union Pacific's 150<sup>th</sup> anniversary celebration during 2012, " said Eileen Davis, board president – Friends of the UPRR Museum. "A specialty license plate for Nebraska residents seemed a fitting tribute since Union Pacific is integral to America's history, providing the connection from east to west that helped build this great nation."

#### **About the Friends of the Museum**

The Friends of the Union Pacific Railroad Museum is a non-profit 501(c) organization whose mission is to assist with providing financial and volunteer support for the museum. The Friends have a Board of Directors which represents the community at large and provides input for the daily operation and management of the museum. The Friends are funded by gift shop sales, daily donations, memberships, special events and grants. They assist with providing the financial resources for all permanent and special exhibits, advertising, outreach programs and the volunteer corps which serves at the museum.

#### **About the Union Pacific Railroad Museum**

Visitors to the Union Pacific Railroad Museum journey through more than 150 years of American history while viewing one of the oldest corporate collections in the nation. Housed in an historic Carnegie Library building in Council Bluffs, Iowa, visitors discover an extensive compilation of

artifacts, photographs, documents and equipment from one of our nation's most ambitious endeavors - constructing the transcontinental railroad and settling the West, simultaneously chronicled in museum exhibits. Among the most popular museum exhibits are the transcontinental railroad's construction; "America Travels by Rail," which celebrates the height of passenger travel; the Lincoln Collection, featuring artifacts from President Abraham Lincoln's rail car and funeral; and the technology and innovation that sustain Union Pacific as a railroad industry leader. The Union Pacific Railroad Museum also promotes a sense of connectedness shared by generations of people whose personal and family histories have been touched by the railroad.

### **About Union Pacific**

Union Pacific Railroad is the principal operating company of Union Pacific Corporation (NYSE: UNP). One of America's most recognized companies, Union Pacific Railroad links 23 states in the western two-thirds of the country by rail, providing a critical link in the global supply chain. From 2007-2012, Union Pacific invested \$18 billion in its network and operations to support America's transportation infrastructure, including a record \$3.7 billion in 2012. The railroad's diversified business mix includes Agricultural Products, Automotive, Chemicals, Coal, Industrial Products and Intermodal. Union Pacific serves many of the fastest-growing U.S. population centers, operates from all major West Coast and Gulf Coast ports to eastern gateways, connects with Canada's rail systems and is the only railroad serving all six major Mexico gateways. Union Pacific provides value to its roughly 10,000 customers by delivering products in a safe, reliable, fuel-efficient and environmentally responsible manner.

### **About the Nebraska DMV**

This plate is one of only 2 special plates for non-profit organizations. All such organizations must have 500 prepaid applications along with the one-time \$70 fee for each application before their plate is approved. The DMV also offers various plates for veterans, amateur radio operators, supporters of the Huskers, those with vintage vehicles, those with a message (personalized) and more. Most types are also available in smaller size for motorcycles. Nebraska residents may order the Friends of the UPRR Museum plate by mailing the form found on the DMV website or by visiting a local DMV office. The cost is a one-time fee of \$70.

### **About ALPCA**

Founded in 1954, ALPCA currently has over 2700 members and is the world's oldest and largest non-profit organization devoted to researching, collecting, and promoting license plates. For more information on ALPCA and collecting license plates visit [www.ALPCA.org](http://www.ALPCA.org).

# # #

[www.up.com](http://www.up.com)

[www.facebook.com/unionpacific](https://www.facebook.com/unionpacific)

[www.twitter.com/unionpacific](https://www.twitter.com/unionpacific)