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For Immediate Release

Thursday February 9th, 2009 - Sacramento, California

California Indian License Plate Initiative, Outreach to our Honored Tribal Elders & Youth

The specialized California Indian License Plate Initiative is designed to assist the funding in the California Indian Heritage Center (CIHC). California Indian License Plate Initiative, the first California Indian specialized license plate in the State of California. Available to any Californian, Native or Non-Native American alike. A website will be launched mid-February to show more information.

We are continuing our initial outreach to our Honored Tribal Elders. Among the Artists Cultural Presenters and Storytellers from the tribes from the far north of Del Norte as far west as the Chumash peoples, as far east from the Washoe, Paiutes, and Talatalable Tribes. We will be sending out additional information for our native communities in the San Diego area as well.

Our awareness campaign will not only include our Tribal Elders but also our Tribal Youth communities and programs. We have taken the awareness to a different level. To let our Tribal Youth, our young men and women to observe the thoughts, notions, process of the culture and art of our Honored Tribal Elders.

In this process will be the petroglyphs, basket patterns, archery designs, as well as cultural icons. It will bring a new awareness of the comparative arts and cultures between our tribes. Seeing where patterns have been used and to realize where our indigenous trade routes once were. This is a major process of outreach to our elders and youth. Gathering feedback from both generations for the License plate design.

This California Indian background design sets this plate apart from the other specialized license plates.

This personalization of the plate may display six (6) special numbers and characters with a 7th character as an icon design representing a Hand, Arrow Point, Spider, Acorn, Turtle, Bear Print, Salmon, Eagle, and others.

Example background design themes include cultures from California Tribe's gourds, baskets, petroglyphs and pictograms from California's sierras, deserts, valley and coastal tribes.

We will also have sample license plate coloring projects at our outreach activities.

The specialized license plate will cost \$70.00 (US Dollars). These special proceeds collected for vehicle registration & renewal will go towards the California Indian Heritage Center, the new California State Park museum and a cultural heritage complex. The License Plate Project is set to be available from the DMV in 2010, in conjunction of the approval of the CIHC Master Plan.

Tribal Point is a Native American owned and operated consultant firm with practice areas in intergovernmental affairs, technology assessment & integration, strategic communication & design with its main office located in Sacramento, California. Tribal Point is led by A. Brian Wallace (*Washoe*)

For website of the California Indian Heritage Center: www.CIHC.parks.ca.gov

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