

Discover Florida's Hottest New Specialty License Plate...



Discover Florida's Oceans

The new [Discover Florida's Oceans](#) plate is now available at your local tag office. The plate will provide funding to support Florida based scientific research, conservation and education projects, to better understand and protect Florida's valuable ocean, beaches and coastal resources.

Why should you buy a Discover Florida's Oceans license plate?

The [Discover Florida's Oceans](#) license plate is important because it will provide Floridians the opportunity to support vital marine research and to protect the beaches and oceans; the foundation of our Florida lifestyle.

Who is HSWRI?

The new plate was sponsored by Hubbs-SeaWorld Research Institute, a 40-year-old, non-profit public charity that has built a legacy of pioneering scientific discoveries to achieve its mission, *"to return to the sea some measure of the benefits derived from it."* In addition to funding Hubbs research, a portion of the sales proceeds from the plate will be shared with the Wildlife Foundation of Florida, Inc. in partnership with the Florida Fish and Wildlife Conservation Commission.

How will we market the new license plate?

As a non-profit organization Hubbs does their work through grants and donor contributions. In order to reach a broad statewide audience and assist us with direct marketing, promotion and advertising, we have recruited several interesting corporate partners. The marketing partners include:

- ▶ SeaWorld Orlando
- ▶ Darden Restaurants (Red Lobster, Olive Garden, Smokey Bones, Bahama Breeze and Season's 52 restaurants)
- ▶ Ron Jon Surf Shop
- ▶ Chevron
- ▶ Clear Channel Communications
- ▶ J.C. Decaux
- ▶ WFTV – Channel 9



If you are interested in learning more about the [Discover Florida's Oceans](#) license plate, or would like a representative from HSWRI to come speak to your group or employees please call Hubbs at 407-370-1650. HSWRI also has point of service materials ready for anyone who may be interested in promoting the plate. For more information about the [Discover Florida's Oceans](#) specialty license plate, visit our web site at www.floridasoceansplate.org or call Hubbs at 407.370.1650.