



FOR IMMEDIATE RELEASE

Contact: Vic Jackson
Economic Alliance Houston Port Region
908 West Main Street
La Porte, Texas 77571
Phone: 281.867.1112
Fax: 281.867.1106
Email: vic@allianceportregion.com
Visit: www.allianceportregion.com

Customize Your Texas Pride – New SJTHD Specialty Plates

HOUSTON PORT REGION, March 17, 2010 – The San Jacinto Texas Historic District (SJTHD) has announced a new Texas specialty license plate. The plate proudly displays two of the historic district's most well known treasures – the Battleship Texas and the San Jacinto Monument.

Most of the money used to purchase each new specialty license plate will return to the SJTHD, which uses the money to fund local projects benefitting the historic district. “This is a real win-win for the historic district. We have a beautiful plate that reminds people of the rich history surrounding us, and a great vessel through which we can raise funds to directly benefit [SJTHD] initiatives,” said Chad Burke, President/CEO of the Economic Alliance Houston Port Region, which created SJTHD.



Anyone with a personal vehicle in the state of Texas may go to SJTHD's website (www.SJTHD.org) and click on the picture of the license plate to be taken directly to the ordering page on TxDOT's website. The new plates are available for \$30, of which \$22 goes to SJTHD.

The Houston Port Region consists of sixteen cities and communities in southeast Harris County that surround the 25-mile Houston Ship Channel. It is home to one of the world's most influential energy corridors and trade ports. Businesses are attracted to the port region's advantageous tax structure; business-friendly legislative and regulatory climate; strong infrastructure; and vibrant

assistance programs for incentives, financing, workforce development, and business site selection.

The Economic Alliance Houston Port Region provides economic development services to its 16 city and community region. It is funded by 12 chambers of commerce; Harris County; the Port of Houston Authority; private sector members; the cities of La Porte, Shoreacres, Morgan's Point, Pasadena, South Houston, Deer Park, Baytown, Seabrook, Pearland, Galena Park, Baytown and Jacinto City; as well as communities of Channelview, Sheldon, South Belt-Ellington and North Shore. Since early 2004, the Economic Alliance has helped bring approximately 320 million dollars of capital investment to the area. Visit www.allianceportregion.com.

San Jacinto Texas Historic District (SJTHD): In 2006, the SJTHD began implementing projects to enhance the visual appeal and promote the historical significance of its 16 city and community region. One of these is the popular Epic Art project that provides permanent displays of colorful historic "Texas- sized" art along major corridors leading to the famous San Jacinto battleground site where in 1836, settlers won a battle that created a nation and established the Republic of Texas. In addition, improvement standards are being developed for the Historic District and 11 city Gateway projects are under construction throughout the region. Visit www.sjthd.org.

###