

Sierra Nevada Conservancy loses bid for specialty license plate

By Paul Rogers, San Jose Mercury News

California motorists already have Yosemite Valley, Lake Tahoe and a firefighter gracing their license plates. Images of the Golden Gate Bridge and a bear wandering through the Sierra Nevada mountains won't be joining them.

Two campaigns to use specialized license plates to raise money for parks, wildlife and environmental restoration projects in the Bay Area and Sierra Nevada have been abandoned for lack of public interest.

Under state law, sponsors of such commemorative license plates must sign up 7,500 prepaid orders in one year or the DMV won't produce the plates – which cost \$50 a year.

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