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Chesapeake Bay Trust & McCormick Paints Announce “Bay Plate Blue”: A New Paint Color Inspired by Maryland’s Bay Plate

The Chesapeake Bay Trust and McCormick Paints have teamed up to develop a brand-new paint color inspired by Maryland’s “Protect the Chesapeake & Coastal Bays” license plate (commonly referred to as the “Bay Plate”). Contributions from Bay Plates are managed by the nonprofit Chesapeake Bay Trust to empower community groups – such as schools, homeowners’ associations, faith-based institutions, scout troops, and other nonprofits – to lead local projects for K-12 environmental education, community engagement, and watershed restoration. The new paint color, “Bay Plate Blue,” transforms the blue background seen in this impactful license plate design into an eco-friendly paint for any indoor, exterior, or other paint-related project.

With missions rooted in supporting local communities, the Chesapeake Bay Trust and McCormick Paints share a joint commitment to the health of our environment and the people who depend on it (which is all of us). This collaboration blends Maryland pride, sustainability, and local craftsmanship into one perfect shade.

“Our new partnership with McCormick Paints turns the predominant blue color in the license plate into a new way to celebrate local conservation and our Bays,” shared Dr. Jana Davis, president of the Chesapeake Bay Trust. “In multiple ways, with things like both native plants and paint, we are making our surroundings more beautiful for everyone to enjoy.”

As part of its commitment to sustainability, McCormick Paints offers a wide selection of MPI, LEED v4, and GREEN WISE® certified paints to support environmentally responsible projects across the Mid-Atlantic. For individuals looking to incorporate “Bay Plate Blue” into their paint projects, this color can be selected in many of these green certified products—providing both eco-conscious options and a meaningful way to celebrate our waterways and communities.

“Just like the Bay and other local waters, paint is a backdrop to our lives,” shared Maria Gilroy, Color Specialist with McCormick Paints. “McCormick Paints is a family-owned business known for our work for our local communities, similar to what the Bay Plate supports. We are thrilled

to bring 'Bay Plate Blue' to life, to celebrate our natural surroundings, communities, and beauty of our region.”

“Bay Plate Blue” is inspired by the third design of the license plate. Launched in 1990, the first Bay Plate was one of the first specialty license plates in the country. In 2004, a second design was unveiled, and in 2018, the third design was released which won an international design award from the Automobile License Plate Collectors Association (www.alpca.org/bestplate/2018/). The blue in this award-winning design is the inspiration for this branded paint color.

More than just a pretty plate, every Bay Plate helps the Chesapeake Bay Trust empower everyday people to restore nature in their communities. Last year alone, the Bay Trust funded projects that installed more than 237,660 native plants and trees, created more than 113,000 square feet of rain gardens, removed 70,886 pounds of trash from ecosystems, and reached more than 140,000 students, teachers, and volunteers. “Bay Plate Blue” extends this color beyond the car bumper to celebrate conservation and our local waters in a new way.

The “Protect the Chesapeake and Coastal Bays” license plate can be purchased for \$25 through an MDOT MVA branch, car dealerships, tag and title agencies, and online at <https://cbtrust.org/purchase-a-bay-plate/>. “Bay Plate Blue” can be ordered from your local McCormick Paints store or online. For more information, please visit www.mccormickpaints.com/bay-plate-blue-color-partnership/

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ABOUT THE CHESAPEAKE BAY TRUST

The Chesapeake Bay Trust (www.cbtrust.org) envisions a restored and protected Chesapeake Bay watershed and other natural resources in our area, from the Coastal Bays to the Chesapeake to the Youghiogheny River. Every year, the Bay Trust empowers about 400 groups by providing grants and technical assistance to accomplish environmental education, community outreach, and local watershed restoration projects. The Bay Trust is supported by the sale of the Protect the Chesapeake Bay & Coastal Bays license plate; donations to the Chesapeake Bay and Endangered Species Fund on the Maryland State income tax form; donations made by hunters, fishers, and boaters in the Maryland online natural resource licensing system; donations from individuals and corporations; and partnerships with private foundations and federal, state, and local governments. The Bay Trust has received the highest rating from Charity Navigator for over two decades: On average, 90 cents of every dollar go to programs.