**MEDIA ALERT / PHOTO OP**

WHAT: Chesapeake Bay Trust Launching New Incentives and Rewards Program called “Plate Perks” on Earth Day

WHO: Jana Davis, Ph.D.

 Executive Director, Chesapeake Bay Trust

Kevin Gersonde
General Manager, Yellowfin & “Plate Perks” Business Partner

Michael Waldon
Brand Manager, Chesapeake Bay Roasting Company & “Plate Perks” Business Partner

Brian Shallcross
General Manager, Bowie Baysox & “Plate Perks” Business Partner

Stephanie Gilbert
Store Manager
Tommy Bahama & “Plate Perks” Business Partner

Erin McNaboe
Vice President, Rams Head Group & “Plate Perks” Business Partner

Brian Riddle
President, Homestead Gardens & “Plate Perks” Business Partner

WHERE: Yellowfin Steak & Fish House

 2840 Solomons Island Road

 Edgewater, MD 21037

WHEN: Tuesday, April 22, 2014 - Earth Day
 11:00 AM

BACKGROUND: The Chesapeake Bay Trust is a nonprofit, grant-making organization dedicated to improving the Chesapeake Bay and its rivers through environmental education, community outreach, and local watershed restoration. Since 1985, the Trust has awarded $55 million in grants and is supported by the sale of “Treasure the Chesapeake” license plates, donations to the Bay Fund on the Maryland State income tax form, donations from individuals and corporations, and partnerships with private foundations and federal and state agencies. **Fully 90 cents of every dollar the Trust receives is dedicated to projects and programs that benefit the Bay and local communities.**

NEWS INTEREST: Members of the news media will have the first opportunity to learn about this all-new incentives and rewards program called “Plate Perks” that launches this month in Maryland. This program is designed to raise awareness for the valuable work the Trust does and how sales of “Treasure the Chesapeake” license plates have a direct impact on improving the Bay. Plate Perk business partners will gain exposure for their participation and support with a listing on [plateperks.org](http://plateperks.org) and other marketing efforts. Bay plate owners will receive “perks/rewards” including preferred parking at various locations in Maryland as well as discounts on merchandise and services. Bay Plate “membership” cards will also be distributed.

PHOTO OPPS: Available during and after the program

MEDIA KITS: Available on-site

FOR INFORMATION: Molly Alton Mullins

 Chesapeake Bay Trust

 410.974.2941 x107

mmullins@cbtrust.org

Margriet Mitchell

Weitzman Agency

410.349.5035

mmitchell@weitzmanagency.com