



## The Chesapeake Bay Trust Announces Winners of Bay Plate Sales Contest for Environmentally Conscious Dealerships and Tag and Title Agents

### FOR IMMEDIATE RELEASE

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(Annapolis, MD) October 5, 2023 – This spring, environmentally friendly automobile dealerships and tag and title agents dubbed “Dealers and Tag Agents for the Bay” engaged in a friendly competition. The competition was called the *Just Ask! Bay Plate Contest*. The overall goal was to see who could engage the most customers to choose the “Protect the Chesapeake” license plate. The contest ran from April to June 2023, the peak sales months.

Jerry’s Toyota in Baltimore emerged as the overall winner. They dominated in all categories with the Highest Bay Plate Percentages, and the Highest Total Number of Bay Plates sold, and the Most Improved Bay Plate Sales.

“Since I moved to Maryland 30 years ago, I really enjoyed what the Chesapeake Bay and the surrounding areas offered.” **said Matt Bukowski, general manager of Jerry’s Toyota**, “Our team is really motivated and presents this to every customer at the dealership. Customers really like the fact we support the program, and they are happy to assist. I would encourage every dealer in Maryland to offer their clients the opportunity to help a very good cause. We really believe in the work being done by the Chesapeake Bay Trust.”

Funds generated from the sales of the Bay Plate are distributed by the Chesapeake Bay Trust through grants that support natural resources, K-12 education, conservation, and restoration programs. Schools, students, teachers, community associations, and other organizations tap into this funding for projects across the state, in every county from the mountains to the coast.

“The Trust is grateful for our partnerships with all of our Dealers and Tag Agents for the Bay,” **said Dr. Jana Davis, president of the Chesapeake Bay Trust**. “Their hard work to let customers know about the Bay Plate helps get students outside on field trips, trees planted by local civic associations, and other bay-and community-improving practices installed across the entire state of Maryland.”

A Bay Plate costs \$20. Additionally, customers are then eligible to join the Plate Perks program, which provides discounts and other benefits, such as preferred parking and deals at businesses across the state.

The Bay Plate sales efforts help raise significant revenue that is distributed by the Chesapeake Bay Trust, through grants that support communities and enhance lives throughout the Bay’s entire watershed. As a result of the additional efforts of the “Dealers and Tag Agents for the Bay,” children will attend environmental field trips, trash will be removed from waterways, and native trees can be planted.

The *Just Ask! Bay Plate Contest* winners can be found listed below and a full list here: [Dealers for the Bay - Chesapeake Bay Trust \(cbtrust.org\)](#). Additionally, a list of businesses that offer discounts and other perks for Bay Plate owners can be found at: [Plate Perks Sign Up - Chesapeake Bay Trust \(cbtrust.org\)](#).

### About the Chesapeake Bay Trust

The Chesapeake Bay Trust ([www.cbtrust.org](http://www.cbtrust.org)) envisions a restored, protected, and resilient Chesapeake Bay watershed and other natural resources in our area, from the Coastal Bays to the Chesapeake to the Youghiogheny River. The Trust empowers over 400 local community-based groups each year with the resources they need to take on a meaningful and measurable role in restoring forests, streams, rivers, bays, wildlife, and more in their own communities. The Trust is supported by the sale of the Chesapeake Bay license plate; donations from individuals and corporations; and partnerships with private foundations and federal, state, and local governments. The Trust has received the highest rating from Charity Navigator for over two decades. On average, 90% of the Trust's expenditures are directed to its restoration and education programs.

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### Highest Percentages of Bay Plates Sold in Spring 2023

JERRY'S TOYOTA . Baltimore, MD	59.7%	1 <sup>st</sup> Place
MERCEDES-BENZ OF ANNAPOLIS Annapolis, MD	50.6%	2 <sup>nd</sup> Place
VOLVO CARS ANNAPOLIS Annapolis, MD	46.0%	3 <sup>rd</sup> Place
ANNAPOLIS HYUNDAI Annapolis, MD	39.7%	4 <sup>th</sup> Place
BMW OF ANNAPOLIS North Annapolis, MD	36.3%	5 <sup>th</sup> Place
ANNAPOLIS SUBARU Annapolis, MD	36.1%	6 <sup>th</sup> Place
AUTONATION MERCEDES AUDI OF HUNT VALLEY Cockeyville, MD	36.0%	7 <sup>th</sup> Place
AUTONATION SUBARU HUNT VALLEY Cockeyville, MD	35.9%	8 <sup>th</sup> Place
VOLVO CARS SILVER SPRING Silver, Spring, MD	33.3%	9 <sup>th</sup> Place
LEXUS OF ANNAPOLIS Annapolis, MD	31.1%	10 <sup>th</sup> Place

### Highest Number of Bay Plates Sold in Spring 2023

JERRY'S TOYOTA Baltimore, MD	276	1 <sup>st</sup> Place
CARMAX AUTO SUPERSTORES Laurel, MD	138	2 <sup>nd</sup> Place
APPLE FORD LINCOLN Columbia, MD	119	3 <sup>rd</sup> Place
CARMAX THE AUTO SUPERSTORE White Marsh, MD	118	4 <sup>th</sup> Place
LEXUS OF ANNAPOLIS Annapolis, MD 21401	117	5 <sup>th</sup> Place
FRED'S TITLE & TAG SERVICE, INC Cockeyville, MD	115	6 <sup>th</sup> Place
BMW OF ANNAPOLIS Annapolis, MD	108	7 <sup>th</sup> Place
TIMONIUM VOLVO Cockeyville, MD	93	8 <sup>th</sup> Place
MERCEDES-BENZ OF ANNAPOLIS Annapolis, MD	90	9 <sup>th</sup> Place
ANNAPOLIS SUBARU Annapolis, MD	82	10 <sup>th</sup> Place

### Most improved: Increased the Number of Bay Plates Sold in Spring 2023

JERRY'S TOYOTA Baltimore, MD	235	1 <sup>st</sup> Place
FRED'S TITLE & TAG SERVICE Cockeyville, MD	40	2 <sup>nd</sup> Place
MARYLAND EXPRESS TAG & TITLE BOWIE Bowie, MD	36	3 <sup>rd</sup> Place
SPORT HONDA Silver Spring, MD	33	4 <sup>th</sup> Place
PORSCHE OWINGS MILLS Owings Mills, MD	27	5 <sup>th</sup> Place
FITZGERALD SUBARU Rockville, MD	26	6 <sup>th</sup> Place
SHELLEY'S TAG & TITLE SERVICE Chestertown, MD	22	7 <sup>th</sup> Place