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## The Chesapeake Bay Trust Announces Winners of Annual Chesapeake and Coastal Bays Vehicle License Plate Sales Contest

*The contest recognizes the environmentally conscious dealerships and tag and title agencies helping to empower people to restore nature through Bay Plate sales*

(Annapolis, MD) – The Chesapeake Bay Trust announces the 2024 winners of its annual Bay Plate sales contest. The *Just Ask! Bay Plate Contest* engages automobile dealerships and tag and title agencies, also referred to as “Dealers and Tag Agents for the Bay,” in a friendly competition to see who can engage the most customers to choose the specialty Bay license plate when purchasing a vehicle. New this year, the “Bay Plate” has become the “Bays Plate,” as the vehicle license plate now proudly articulates support for both the Chesapeake and Coastal Bays.

The 2024 winners illustrate the vast commitment to the Chesapeake Bay, the Coastal Bays, and their surrounding natural resources, given that the winners come from thirteen counties across Maryland, Virginia, and a variety of automobile companies.

Jerry’s Toyota in Baltimore earned the top spot in two categories with the Highest Total Number of Bay Plates and Highest Percentage of Bay Plates sold. “Marylanders benefit from all the Chesapeake Bay has to offer our State,” **said Matt Bukowski, general manager of Jerry’s Toyota.** “We believe in the work of the Chesapeake Bay Trust to support on-the-ground projects that protect and restore our beloved Bay. The Bay Plate allows our dealership to support this crucial work so generations can continue to enjoy our State’s natural resources.”

Earning the Most Improved for Increase in Percentage of Bay Plates sold from 2023 to 2024 is Cook Chrysler Dodge Ram in Aberdeen. “The Bay Plate offers our customers the opportunity to easily contribute to conservation efforts to protect our treasured Chesapeake Bay,” **said Sam Cook, general manager of Cook Chrysler Dodge Ram.** “We are honored to win a Most Improved award for Bay Plates sold and will continue to encourage our customers to give their car a cause and support the environment with this specialty license plate.”

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

Reflecting the range of projects funded across Maryland, in July of 2024 a modified design to the Bay Plate was revealed to reflect the importance of protecting the Coastal Bays in addition to the Chesapeake.

“Our customers on the ‘Shore’ want to protect the environment and our Bays, plus they like the beautiful Bays Plate,” **said Jody Palmisano, founder of West Ocean City Tag and Title,** who earned 2<sup>nd</sup> place for Most Improved in Number of Bay Plates sold and 4<sup>th</sup> place for Highest Number of Bay Plates sold. “With the addition of the wording

Coastal Bays, we hope to see our Bay Plate sales continue to grow to help support more of the efforts to protect all the waterways across Maryland.”

A “Protect the Chesapeake and Coastal Bays” license plate costs \$25. Revenue from sales is distributed by the Chesapeake Bay Trust through grants that support communities and protect the Chesapeake, Coastal Bays, and Youghiogheny watersheds. As a result of the additional efforts of the “Dealers and Tag Agents for the Bay,” children will be able to attend environmental field trips, trash will be removed from waterways, and native trees can be planted.

“The dealerships and tag and title agents who encourage customers to purchase a Bay Plate are directly contributing to our mission to restore and protect natural resources across Maryland,” said **Dr. Jana Davis, president of the Chesapeake Bay Trust.** “Bay Plate sales are significant to the Trust’s efforts to empower more people every year to lead the local projects needed to continue to have access to clean, green, and healthy communities.”

Customers who purchase a Bay Plate not only support these critical restoration and education programs, but in return become eligible to join the Plate Perks program, which provides discounts and other benefits, such as preferred parking and deals at businesses across the state. Perks from local businesses are a thank you to the many Marylanders who are doing their part to protect our natural resources.

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 \(cbtrust.org\)](#).

**Highest Number of Bay Plates Sold in Spring 2024**

JERRYS TOYOTA	Baltimore, MD	292	1 <sup>st</sup> Place
CARMAX AUTO SUPERSTORES	Laurel, MD	171	2 <sup>nd</sup> Place
APPLE FORD LINCOLN	Columbia, MD	148	3 <sup>rd</sup> Place
WEST OCEAN CITY VEHICLE TAG & TITLE	Ocean City, MD	120	4 <sup>th</sup> Place
FRED'S TITLE & TAG SERVICE	Cockeysville, MD	119	5 <sup>th</sup> Place
Sheehy Lexus of Annapolis	Annapolis, MD	118	6 <sup>th</sup> Place
BMW OF ROCKVILLE	Rockville, MD	110	7 <sup>th</sup> Place
MR. AUTO TAG & TITLE SERVICE	Gaithersburg, MD	110	8 <sup>th</sup> Place
CARMAX WHITE MARSH USED CARS	White Marsh, MD	108	9 <sup>th</sup> Place
BMW OF ANNAPOLIS	Annapolis, MD	106	10 <sup>th</sup> Place

**Highest Percentage of Bay Plates Sold in Spring 2024**

JERRYS TOYOTA	Baltimore, MD	67%	1 <sup>st</sup> Place
PORSCHE HUNT VALLEY	Cockeysville, MD	49%	2 <sup>nd</sup> Place
AUTONATION HONDA DULLES	Sterling, VA	45%	3 <sup>rd</sup> Place
VOLVO CARS ANNAPOLIS	Annapolis, MD	44%	4 <sup>th</sup> Place
ANNAPOLIS HYUNDAI	Annapolis, MD	43%	5 <sup>th</sup> Place
ANNAPOLIS MOTORS DBA MERCEDES BENZ	Annapolis, MD	43%	6 <sup>th</sup> Place
ADAMS CHEVROLET	Havre De Grace, MD	40%	7 <sup>th</sup> Place
BMW AND PORSCHE OF TOWSON MASERATI	Towson, MD	40%	8 <sup>th</sup> Place
JAGUAR LAND ROVER OF HUNT VALLEY	Cockeysville, MD	39%	9 <sup>th</sup> Place
MERCEDES-BENZ OF OWINGS MILLS	Owings Mills, MD	38%	10 <sup>th</sup> Place
BMW OF ANNAPOLIS	Annapolis, MD	36%	11 <sup>th</sup> Place
ANNAPOLIS SUBARU	Annapolis, MD	33%	12 <sup>th</sup> Place

**Most improved: Increased the Number of Bay Plates Sold in Spring 2024**

LIBERTY TAG AND TITLE	Windsor Mill, MD	65	1 <sup>st</sup> Place
WEST OCEAN CITY VEHICLE TAG & TITLE	Ocean City, MD	55	2 <sup>nd</sup> Place
BMW OF ROCKVILLE	Rockville, MD	45	3 <sup>rd</sup> Place
TERRY'S TAG & TITLE SERVICE	Westminster, MD	45	4 <sup>th</sup> Place
BMW OF CATONSVILLE	Catonsville, MD	44	5 <sup>th</sup> Place
MR. AUTO TAG & TITLE SERVICE	Gaithersburg, MD	39	6 <sup>th</sup> Place
HARRIS TAG AND TITLE	Stevensville, MD	37	7 <sup>th</sup> Place
SHELLEY'S TAG & TITLE SERVICE	Chestertown, MD	31	8 <sup>th</sup> Place
Salisbury Tag & Title	Salisbury, MD	29	9 <sup>th</sup> Place
Cook Chrysler Dodge Ram	Aberdeen, MD	25	10 <sup>th</sup> Place

**Most improved: Increased the Percentage of Bay Plates Sold in Spring 2024**

Cook Chrysler Dodge Ram	Aberdeen, MD	31%	1 <sup>st</sup> Place
BMW AND PORSCHE OF TOWSON MASERATI	Towson, MD	20%	2 <sup>nd</sup> Place
ADAMS CHEVROLET	Havre De Grace, MD	15%	3 <sup>rd</sup> Place
FREDERICK SUBARU	Frederick, MD	12%	4 <sup>th</sup> Place
BMW OF ROCKVILLE	Rockville, MD	12%	5 <sup>th</sup> Place
BMW OF CATONSVILLE	Catonsville, MD	11%	6 <sup>th</sup> Place
THE FREDERICK MOTOR CO	Frederick, MD	11%	7 <sup>th</sup> Place
PORSCHE OF ANNAPOLIS	Annapolis, MD	10%	8 <sup>th</sup> Place
MERCEDES-BENZ OF OWINGS MILLS	Owings Mills, MD	9%	9 <sup>th</sup> Place
LIBERTY TAG AND TITLE	Windsor Mill, MD	9%	10 <sup>th</sup> Place

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**About the Chesapeake Bay Trust**

The Chesapeake Bay Trust ([www.cbtrust.org](http://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. We empower local community-based groups on the ground 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. Every year, the Trust empowers about 400 groups by providing grants and technical assistance to accomplish environmental education, community outreach, and local watershed restoration projects. The Trust is supported by the sale of the Protect the Chesapeake & 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 Trust has received the highest rating from Charity Navigator for over two decades. On average, 90 cents of every dollar are directed to the Trust's restoration and education programs.