FOR IMMEDIATE RELEASE: November 10, 2026

CONTACT: Celia Parker, (410) 974-2941 ext. 142, cparker@cbtrust.org

Chesapeake Bay Trust Announces Winners of 2026 "Just Ask!" Bay Plate Sales Contest

Annual contest recognizes Maryland dealerships and tag and title agencies helping turn Bay Plate sales into local environmental action

(Annapolis, MD) – A simple question can drive lasting change for Maryland's waterways and communities. Each spring, the Chesapeake Bay Trust's *Just Ask!* Bay Plate Contest brings automobile dealerships and tag and title agencies together in a friendly competition to see who can "just ask" the most customers to choose Maryland's "Protect the Chesapeake and Coastal Bays" specialty license plate. Running from April through June, the contest recognizes winners in four categories: Most Bay Plates Sold, Highest Percentage of Bay Plates Sold, Most Improved for Bay Plates Sold, and Most Improved for Percentage of Bay Plates Sold.

The "Protect the Chesapeake & Coastal Bays" license plate, commonly known as the Bay Plate, supports the Chesapeake Bay Trust, empowering tens of thousands of people every year to restore nature in their communities. Revenue from Bay Plate sales supports local grants for environmental education, community engagement, and on-the-ground watershed restoration.

The 2026 winners announced today represent a wide variety of dealerships and tag and title agencies from counties across Maryland. Their participation shows how one simple question can add up to meaningful action to protect the Chesapeake Bay, Maryland's Coastal Bays, and the natural resources our communities depend on.

CarMax Auto Superstores in Howard County earned first place for selling the most Bay Plates during spring 2026. "The Bay Plate Program reflects our team's commitment to operational excellence and exceptional customer service," said **Sydney Malloy, Assistant Business Operations Manager at CarMax 7118.** "This recognition is especially meaningful because it aligns with CarMax's dedication to supporting the communities we serve, allowing our work to make a positive impact beyond the workplace."

Volvo Cars Annapolis in Anne Arundel County took first place for the highest percentage of Bay Plates sold relative to its overall vehicle sales in the spring. "We are fortunate that this watershed area is our home. Our families and community reap the benefits of the Chesapeake Bay and its tributaries," said **Anthony Ferrogine, General Manager of Volvo Cars Annapolis**. "Investing in the Bay Plate is simply being a good neighbor by supporting the community efforts to restore and protect the Bay, the resource that defines our region."

Profound Tag and Title Services in Prince George's County earned first place for the greatest improvement in the total number of Bay Plates sold from 2025 to 2026. "At Profound Tag & Title Services, we believe in making a positive impact beyond the services we provide," said **Samuel Odegbami, Owner of Profound Tag and Title Services.** "Promoting the Chesapeake Bay Plate allows us to help protect Maryland's waterways while encouraging our customers to support a cause that benefits our entire community."

Mercedes-Benz of Owings Mills in Baltimore County earned first place for the greatest improvement in the percentage of Bay Plates sold from 2025 to 2026. “We love selling the Bay Plate for two reasons: it helps protect our natural resources, and it looks great on cars! We find that our customers are especially drawn to the opportunity to support the Chesapeake Bay and appreciate knowing that their purchase makes a positive difference,” said **Mahaman Kolo, Finance Manager at Mercedes Benz of Owings Mills.**

A “Protect the Chesapeake and Coastal Bays” license plate costs $25. Funds generated are managed by the Bay Trust, which has received the highest rating from Charity Navigator for over two decades. On average, 92 cents of every dollar is directed to the Bay Trust’s restoration and education 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.

As a result of businesses that “just ask” their customers to choose the bay plate, students can explore nature through environmental field trips, volunteers can remove trash from waterways, and community groups can plant native trees and restore habitat. Last year alone, the Chesapeake Bay Trust supported projects that installed more than 170,000 native plants and trees, created more than 73,000 square feet of rain gardens, removed more than 32,000 pounds of trash from ecosystems, and reached more than 100,000 students, teachers, and volunteers.

“The *Just Ask!* contest recognizes the local dealerships and tag and title agents who help turn a simple question into lasting environmental progress for our communities,” said **Kacey Wetzel, president of the Chesapeake Bay Trust.** “By encouraging customers to choose a Bay Plate, these businesses help fund community-led projects that protect and restore our waterways. We’re grateful for their commitment and excited to celebrate the impact they’re making across Maryland.”

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 and communities.

The *Just Ask!* Bay Plate Contest winners are listed below. The list of businesses that offer discounts and other perks for Bay Plate owners can be found at cbtrust.org/perks. 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 bayplate.org.

Highest Number of Bay Plates Sold in Spring 2026

CarMax Auto Superstore (7118)	Howard	1st place
CarMax White Marsh	Baltimore	2nd place
Sheehy Lexus of Annapolis	Anne Arundel	3rd place
CarMax Auto Superstore - Ellicott City	Howard	4th place
Profound Tag and Title Services	Prince George's	5th place
Maryland Express Tag and Title Bowie	Prince George's	6th place
Fred's Title and Tag Service of York	Baltimore	7th place
Mercedes-Benz of Owings Mills	Baltimore	8th place
BMW of Catonsville	Baltimore	9th place
Fitzgerald Lakeforest Toyota	Montgomery	10th place

Highest Percentage of Bay Plates Sold in Spring 2026

Volvo Cars Annapolis	Anne Arundel	1st place
Mercedes-Benz of Owings Mills	Baltimore	2nd place
Annapolis Subaru	Anne Arundel	3rd place
Land Rover Bethesda	Montgomery	4th place
Sheehy Lexus of Annapolis	Anne Arundel	5th place
BMW Of Annapolis	Anne Arundel	6th place
BMW Of Catonsville	Baltimore	7th place
Mercedes-Benz of Silver Spring	Montgomery	8th place
Annapolis Hyundai	Anne Arundel	9th place
Len Stoler Lexus	Baltimore	10th place

Most Improved: Increased the Number of Bay Plates Sold in Spring 2026

Profound Tag and Title Services	Prince George's	1st place
Maryland Express Tag and Title Bowie	Prince George's	2nd place
CarMax White Marsh	Baltimore	3rd place
CarMax Auto Superstore - Ellicott City	Howard	4th place
Mercedes Benz of Catonsville	Baltimore	5th place
Maryland Express Tag and Title	Baltimore	6th place
Mercedes Benz of Owings Mills	Baltimore	7th place
Apple Honda	Howard	8th place
Norris Honda	Baltimore	9th place
CarMax Frederick	Frederick	10th place

Most Improved: Increased the Percentage of Bay Plates Sold in Spring 2026

Mercedes Benz of Owings Mills	Baltimore	1st place
Maryland Express Tag and Title Bowie	Prince George's	2nd place
Mercedes Benz of Catonsville	Baltimore	3rd place
Profound Tag and Title Services	Prince George's	4th place
Norris Honda	Baltimore	5th place
Maryland Express Tag and Title	Baltimore	6th place
BMW of Catonsville	Baltimore	7th place
Mercedes-Benz of Silver Spring	Montgomery	8th place
Land Rover Bethesda	Montgomery	9th place
CarMax Auto Superstore - Ellicott City	Howard	10th place

###

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. 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 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 & 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, 92 cents of every dollar are directed to the Bay Trust's restoration and education programs.