Tennessee’s electric lineworkers, including our [XX] lineworkers at [UTILITY NAME], provide a critical service to the communities we serve. To recognize their important contributions to the state, earlier this year the Tennessee General Assembly approved a license plate design to honor Tennessee’s electric lineworkers.

[UTILITY NAME] was proud to support the legislation that made the plates possible.

In order for the state to put the plates into production, we must collect 1,000 preorders. You can preorder your plate today by [LOCAL OFFICE INSTRUCTIONS] or by visiting poweringtennessee.org. Your $35 preorder will go toward your first year’s plate. You will pay an additional $35 each year when you renew your tags.

Funds raised through specialty plate sales will benefit the Tennessee Lineworker Lifeline Fund, a nonprofit foundation created to assist lineworkers and their families in the event of a serious injury or fatality while on the job.

The Powering Tennessee specialty license plate and the Tennessee Lineworker Lifeline Fund is supported by [UTILITY NAME], the Tennessee Electric Cooperative Association, Tennessee Municipal Electric Power Association, Tennessee Valley Public Power Association and the International Brotherhood of Electrical Workers.

Powering Tennessee license plates are a great way to highlight one of Tennessee’s most important professions while helping others in a time of need.

I have already ordered my tag, and I look forward to seeing these on the road very soon.

If you have any questions, please contact [UTILITY CONTACT NAME AND INFORMATION] or visit poweringtennessee.org.