NEWSLETTER ARTICLE

**POWERING TENNESSEE LICENSE PLATES HONOR THE CONTRIBUTIONS OF TENNESSEE’S LINEWORKERS**

Statewide there are more than 3,500 electric lineworkers who provide a critical service to their communities, including [XX] here at [UTILITY NAME]. To recognize their important contributions, 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 Powering Tennessee specialty plates into production, we must collect 1,000 preorders before July 2020. 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.

“Everyday lineworkers get out of bed, put on their boots, and make civilized life possible for the people who live in their community,” says [UTILITY NAME. “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.”

The Powering Tennessee specialty license plate and the Tennessee Lineworker Lifeline Fund are 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.

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