

FOR IMMEDIATE RELEASE

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Organization **Lobster Foundation of Massachusetts**

**LICENSE PLATES FUND the Lobster Foundation of Massachusetts  
\$50,000 Granted from Massachusetts Environmental Trust**

**Lobster Foundation of Massachusetts** received a financial boost with a \$50,000 grant from the Massachusetts Environmental Trust (the Trust). This funding will enable **Lobster Foundation of Massachusetts** (the Foundation) to develop a Whale Safer 1,700 lb Red rope project to deploy a whale safer 1,700 lb red rope to reduce the Serious Injury and Mortality to the North Atlantic Right Whale.

According to Trust Program Director, Kim Tilas, the Trust will provide over \$471,512.00 in grants to 18 organizations this year, thanks to motorists who choose to purchase one of the Trust's specialty license plates. "Trust plates, including our signature Whale Plate, are the only specialty plates that exclusively fund environmental initiatives," said Tilas. "When you purchase a specialty plate for \$100.00 from the Registry of Motor Vehicles, the \$40 specialty plate fee goes directly to the Trust to fund water-focused environmental programs."

The Foundation will advance conservation of NARW's within the Commonwealths waterways by developing, testing the efficacy of, and promoting a viable reduced breaking strength rope for fishermen. Our goal is to provide fishermen with an operationally viable reduced breaking strength rope that will help to reduce the risk of serious injury and mortality to Right whales. The project will allow for testing them in real-time fishing scenarios and sea conditions. As noted by Beth Casoni, one of the Foundations Board members; "We are extremely grateful to be awarded a grant from the Trust for our project and look forward to getting this weaker rope deployed later this year."

Supporting the environmental programs funded by the Trust in your community is easy: choose one of three environmental plates, the Right Whale & Roseate Terns, The Leaping Brook Trout, or the Blackstone Valley Mill when you purchase or lease a new car or renew your registration with the Registry of Motor Vehicles.

The standard registration fee for a Massachusetts plate is \$60.00. The special plate fee is an additional \$40.00 (tax-deductible every two years) for a total cost of \$100. Every time you renew your registration, the \$40.00 goes to the Trust.

Visit your local Registry of Motor Vehicles to order a plate online at [www.massrmv.com](http://www.massrmv.com) or [www.whaleplate.org](http://www.whaleplate.org). You can also visit us at [www.mass.gov/eea/met](http://www.mass.gov/eea/met) to learn more about the Trust, the programs it supports, and the specialty license plate offerings.

