

Help Name a Chesapeake Bay Icon and You Could Be a Winner

Chesapeake Bay Trust announce “Name our Bird” contest to promote awareness for the Bay and the Treasure the Chesapeake license plate

FOR IMMEDIATE RELEASE

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(Annapolis, MD) April 1, 2012 – Want a chance to win Southwest airline tickets, a gift card to your favorite store, and other prizes *while* you name a Chesapeake Bay icon? Then enter the Chesapeake Bay Trust’s first ever “Name our Bird” competition. The Trust, a non-profit grantmaking organization dedicated to helping restore the Chesapeake Bay and its rivers, is looking for creative names to give an identity to the iconic blue heron used on the organization’s official logo and *Treasure the Chesapeake* license plates.

“You see the blue heron throughout much of the Chesapeake Bay watershed; flying across the sky, fishing in a stream, and even on the back of cars in the form of *Treasure the Chesapeake* license plates,” said Molly Alton Mullins, director of communications at the Chesapeake Bay Trust. “The blue heron is an emblematic icon of the Bay and our beloved natural resources which is why we chosen to have it represented on our logo and on our license plate for more than 27 years.”

The contest launches **April 1** and name submissions can be made through the Trust’s [Bay Plate website](#). The naming submission period will end on **April 15**. Three names will be chosen as finalists and voted upon by the public from **April 19 until April 26**. The official winner will be named on **April 29** and there are multiple chances to win prizes. There will be two grand prize winners; one for whose name is chosen to represent the blue heron and the other a randomly selected voter who chose the winning name. These winners will receive prizes including Southwest airline tickets, a free Bay Plate, tickets to the Trust’s *Treasure the Chesapeake Celebration* gala and other events. There are also fantastic giveaways for the runner-ups and randomly chosen participants daily throughout the contest. Visit www.bayplate.org to see the official rules and prizes.

“The Chesapeake Bay Trust wants Marylanders to connect the Bay Plate with the great work being done to preserve our waterways and improve our local communities,” continued Mullins. “Many people are unaware that when they purchase a *Treasure the Chesapeake* license plate they are supporting environmental education and restoration programs right here in Maryland. We hope this contest helps bring the Bay plate into more Maryland homes that care about the blue heron, and our treasured Chesapeake Bay.”

For more information on the Chesapeake Bay Trust and how you can support Bay restoration, visit www.cbtrust.org. To enter the contest and for its official rules, visit www.bayplate.org.



About the Chesapeake Bay Trust:

The Chesapeake Bay Trust is a nonprofit grant-making organization dedicated to improving the Chesapeake Bay and its rivers through environmental education, community outreach, and local watershed restoration. Since its inception in 1985, the Trust has awarded \$50 million in grants and engaged hundreds of thousands of citizen stewards in projects that have a measurable impact on the Chesapeake Bay and its tributaries. The Trust is supported by the sale of the Maryland Treasure the Chesapeake license plate, donations to the Chesapeake Bay and Endangered Species Fund on the Maryland State income tax form, donations from individuals and corporations, and partnerships with private foundations and federal and state agencies. Almost 90 percent of the Trust's expenditures are directed to its Chesapeake Bay restoration and education programs