



VEGAS STRONG

RESILIENCY CENTER

HELP IS HERE FOR YOU AND THOSE YOU LOVE

For Immediate Release

Contact: Jennifer López, R&R Partners
702-318-4203, Jennifer.Lopez@rrpartners.com

VEGAS STRONG SPECIALTY LICENSE PLATES AVAILABLE OCTOBER 1 FOR PURCHASE

A portion of the proceeds benefits those impacted by 1 October

LAS VEGAS – Nevadans who want to commemorate the strength, solidarity and resilience of Las Vegas following the tragedy, which occurred nearly two years ago, can purchase a “Forever Strong” specialty license plate starting Oct. 1.

With each purchase, \$25 from the initial issue and \$20 from renewals will go directly to the Vegas Strong Resiliency Center for survivor support, including financial assistance and wellness events.

The plate features the black and gold heart logo designed by R&R Partners for the Las Vegas Convention and Visitors Authority on a gold gradient background. The word “Nevada” is centered at the top and “Forever Strong” is centered at the bottom of the plate. The license plate was designed by the DMV in coordination with Clark County.

The specialty plates will cost \$62 for standard numbering and \$97 for personalized plates in addition to all other registration fees. If swapping plates on an existing registration, the DMV will charge an additional \$6 but no smog check or registration renewal is needed. The annual renewal will cost \$30 for standard plates and \$50 for personalized versions.

“Drivers with this license plate send a clear message that they are strong, compassionate and unwavering in their memory of the lives lost,” said **director of the Vegas Strong Resiliency Center, Tennille Pereira**. “I commend Governor Sisolak, Clark County and Nevada legislators who made this specialty plate a reality this past legislative session. Not only does this license plate enable Nevadans across the state to memorialize victims, but it will also provide valuable funds for continuing healing work for those impacted by the tragic events.”

“Our residents can be proud of the strength we showed as a community in response to 1 October and the support we continue to offer victims of the incident through the Vegas Strong Resiliency Center,” said **Clark County Commission Chairman Marilyn Kirkpatrick**. “We appreciate the Governor and Legislature working with Clark County on this worthwhile effort.”

Nevadans interested in purchasing a Vegas Strong license plate can visit the DMV’s website to make an office appointment to buy a new license plate and replace their old one: dmv.nv.com/platescharitable.htm. If the car is already registered, a smog check and registration renewal are not necessary. Personalized plates can be ordered online.

Assembly Bill 333, which creates the “Vegas Strong” license plates, is sponsored by Assemblywomen Lesley Cohen, Sandra Jauregui and Assemblyman William McCurdy and presented by Assemblywoman Rochelle Nguyen.

Since opening on Oct. 23, 2017, the Resiliency Center has served more than 10,000 people. It encourages anyone affected by the Route 91 Harvest Festival shooting to reach out for support. The Resiliency Center can be reached at 702-455-2433 (AIDE) and by its website address, VegasStrongRC.org.



VEGAS STRONG

RESILIENCY CENTER

HELP IS HERE FOR YOU AND THOSE YOU LOVE

IMAGES



[Click for a larger image.](#)

Editor's Note: Interview opportunities with Resiliency Center representatives will be available.

###

Vegas Strong Resiliency Center

The Vegas Strong Resiliency Center, a multi-agency resource hub managed by Legal Aid Center of Southern Nevada, supports those affected by the 1 October tragedy. It is funded by the Nevada State Division of Child and Family Services grant 2019-V7-GX-0001 from FY2018 Antiterrorism and Emergency Assistance Program through the U.S. Department of Justice's Office for Victims of Crime.