



NEWS RELEASE

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Iowa Hoover-Ball Decal License Plate Now Available

WEST BRANCH, IOWA – Nov. 28, 2017 – A new Iowa law, HF 617, became effective on January 1 of this year. The act provides for vehicle license plates to display a decal designed and issued by a nonprofit organization in support of that organization. The Hoover Presidential Foundation was recently approved as the eighth nonprofit to take advantage of the law, and is pleased to offer a Hoover-Ball National Championship decal to Iowa sports fans.

Proceeds from the decal sales will support Hoover Presidential Foundation programs, such as Youth Hoover-Ball camp and tournaments. “The sport of Hoover-Ball provides an excellent way for us to introduce Herbert Hoover to the public,” said Jerry Fleagle, executive director of the Foundation. “Hoover and members of his staff and cabinet played every morning at the White House to keep in shape. It’s a side of Hoover not many have seen.”

Previously, custom license plates required 500 pre-sold reservations before they would be produced by the state. The new law reduced that number to 250, and included the decal plate option which does not have a minimum requirement. Small non-profits may apply for the decal program and once approved, print, sell and distribute the decals at their own expense. The decals are applied to a special ‘decal plate’ which can be purchased with random letters and numbers from the county treasurer’s office for \$5. Motorists may opt for a custom message decal plate with up to five characters for a fee of \$25. Decals may be changed at will by the plate owner, but only state approved decals may be used.

The Foundation plans to sell the decals for \$20 on their website, HooverPresidentialFoundation.org. The purchaser must then trade in their current license plates at their county treasurer’s office in exchange for a decal plate. The exchange can be made any day of the year during regular business hours and motorists do not have to wait until the plates expire. The office will simply exchange the plates, print new registration papers, and charge a \$5 fee. Once exchanged, the decals are placed on the new plates and reattached to the vehicle.

“It’s a perfect opportunity for us,” said Brad Reiners, communications manager for the Foundation. “It would take a long time to round up 250 pre-sale orders for a custom plate, but this program lets our regular Hoover-Ball athletes and supporters show their Hoover pride immediately.”

“We’re excited to be the first destination location to qualify for the decal program,” Reiners added. “We hope people will spot the decal and Google it, then join us in West Branch to see what it’s all about!”





The Hoover-Ball National Championships are held annually in West Branch as part of Hoover's Hometown Days, held the first Friday and Saturday in August. 2017 marked the 30th year for the event.

About the Foundation

The Hoover Presidential Foundation promotes and supports the Herbert Hoover Presidential Library-Museum, National Historic Site, and other programs that enhance the understanding of Herbert Hoover as president and humanitarian.

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