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**FOR IMMEDIATE RELEASE**

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**PRE-COMMITMENT PERIOD EXTENDED FOR CAR TAG TO BENEFIT SMALL BUSINESSES**

**Birmingham, Ala.** - Main Street Alabama learned recently from the Department of Revenue that there's still a chance that the "Shop Small Support Local" could go into production by extending the pre-commitment deadline to January 31, 2022.

The specialized car tag has to receive a minimum of 250 pre-commitments, for a scaled down design, or 1000 with full plate artwork, in order to go into production and then made available at DMV locations across the state.

"We were surprised to not make the quota, but glad that we have a little more time to promote the car tag initiative that would provide grant opportunities for Alabama small businesses," said Mary Helmer Wirth, Main Street Alabama President and State Coordinator.

Proceeds from the pre-commitments and future tag purchases would allow business owners to apply for \$500 match grants to supplement expenses for items such as new signage, awning, website development and much more.

Deana Pierce, Owner and Operator of Lunation in Enterprise explains, "A \$500 grant would help my business in many ways. If I win the grant I would like to clean up my building store front. A good steam cleaning for the awning and lights on our business sign will make for an attractive entrance for my customers."

Currently, Main Street Alabama needs another 100 pre-commitments. When registering online, basic contact information is required along with the automobile's VIN or tag number. The receipt will be used to pick up the license plate. The cost is \$50 and will be refunded, minus a \$1.25 process fee, if the minimum is not met.

To learn more, check out the Car Tag page on the Main Street Alabama website,

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[www.mainstreetalabama.org](http://www.mainstreetalabama.org).

Main Street Alabama is a non-profit and state coordinating program of Main Street America and is dedicated to the revitalization of historic downtowns and neighborhood commercial districts. The National Main Street Four Point Approach™ is an over 40 year model that focuses work in four areas: organization, design, promotion and economic vitality with strategies unique to the community.

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