

# The New York Times

## California Today: Autumn's First Blush



Mike McPhate  
CALIFORNIA TODAY

• California's whale tail license plates — now celebrating 20 years — have been one of state's most successful environmental programs.

After 20 years, California's whale tail license plates remain one of state's most successful environmental programs ever



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Los Angeles Daily News

Photo courtesy of Bill Atkins

Artist Bill Atkins designed the current Whale Tail License Plate funds from the sale of the specialized plates nearly raised \$100 million