

Press Release from
EZ-ID License Plate Program



EZ-ID License Plate Program to Exhibit at National Meeting of American Association of Motor Vehicle Administrators (AAMVA)

Highly visible, easily recognizable vehicle tags will aid law enforcement, enhance public safety, and bring new revenue to states and provinces

DANVERS, Mass. – August 24, 2006 – The EZ-ID Program, a system for upgrading the visibility and improving the recognition of automobile license plates for public safety, has announced plans to exhibit at the annual International Conference of the American Association of Automobile Administrators. The conference will be at the Sheraton Hotel in Burlington, Vermont August 27-31.

Gary P. Richard, a Massachusetts entrepreneur and inventor who designed the EZ-ID Program, will demonstrate how EZ-ID vehicle license plates can aid police and eyewitnesses to quickly identify suspect or fugitive motor vehicles. The EZ-ID Program incorporates a prominent, easily recognizable symbol into the license plate registration number while increasing the size and limiting the number of additional alphanumeric characters.

Mr. Richard is president of Sun-Up Products, Inc., a product development company which designs and licenses high performance photoluminescent safety products and materials. He conceived of the EZ-ID Program in the summer of 2000 after the abduction and murder of sixteen-year-old Molly Bish of Warren, Mass. He intensified the pace of his work after the kidnapping of fifteen-year-old Elizabeth Smart of Salt Lake City, Utah in 2002.

Increasing the Chances of Apprehending Fleeing Crime Suspects

“Every minute, every second, is critical when a criminal is fleeing a crime scene, particularly in cases where a child has been abducted. Police need all the assistance they can get from eyewitnesses and drivers on the road,” explained Richard.

“If you identify three characters out of six on a standard license plate, along with the car color, there are theoretically 4,300 possible suspect vehicles. If the license plate has seven characters, then there could be 150,000 possible suspect vehicles.

“With EZ-ID, no state would need to have more than four alphanumerics and one symbol per plate. Identifying the symbol and just two characters, along with the vehicle color, gives police a much narrower universe to work with – no more than 123 cars. Having fewer characters on the plate also allows you to make them larger and bolder, and therefore much easier to read.”

“EZ-ID license plates will be much easier to remember, even by young children and senior citizens. The symbols – square, diamond, circle, star, triangle, and heart – are unmistakable, even when seen in a rear view mirror.”

EZ-ID Program Garner's Legislative and Popular Support in Massachusetts

The enabling legislation for the EZ-ID Program in Massachusetts is Senate Bill No. 2316, also known as "Molly's Bill" in memory of Molly Bish. Submitted in January 2006 by Senator Bruce Tarr (R-Gloucester), the bill received strong consideration during the Massachusetts legislative session that ended on July 31, 2006. While more study of the bill has been requested, Richard and his colleagues were encouraged by the enthusiastic reception from lawmakers and the public. They are confident that S2316 will come up for a vote in 2007.

At a September 22, 2005 press conference announcing the filing of Molly's Bill, Safety Officer Robert Barry said, "The (EZ-ID) concept is perfect. We need new tools to keep kids safe. This bill is a blessing — God bless you!" Officer Barry is a member of the Weymouth, Mass. police force and is immediate past president of the Massachusetts Safety Officers' League.

"We greatly appreciate the support we've received to date from Senator Tarr, many other elected and government officials, and a number of safety advocacy organizations," added Richard. "We're confident that the many benefits the EZ-ID Program will bring for children and law-abiding citizens of the Commonwealth will lead to passage of the bill in early 2007. In the meantime, we're looking forward to introducing the program to the rest of the nation as well as to our neighbors in Canada and Mexico."

The following organizations and individuals have also expressed support of the EZ-ID Program:

- Molly Bish Foundation (www.mollybish.org) – John and Magdalene Bish
- National Child Identification Program (www.childidprogram.com)
- American Football Coaches Association (www.afca.com) – Creators of the National Child ID Program
- Ed and Lois Smart - parents of Elizabeth Smart
- Community Voices (www.communityvoices.net) – Laurie Myers and Debbie Savoia
- Gloucester, Massachusetts Mayor John Bell
- Computerized Vehicle Registration (CVR) (www.cvrreg.com)
- Wander-Wear, Inc., (<http://www.wander-wear.com>) - Alyssa Dver, CEO
- Children's Remembrance Support Group - Charlene Paradise and Joseph Urello, Founders

The EZ-ID Program will be on display at Booth # 129 at the AAMVA Conference. For further information, visit www.ez-idprogram.com or email info@ez-idprogram.com. For a FACT SHEET on the EZ-ID Program and how it will aid law enforcement and save lives, [click here](#).

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