



## Missouri American Heart Association Red Dress Icon Plate

### Application Guidelines

Missouri American Heart Association Red Dress Icon Plates are personalized plates. The letter and/or number configuration on personalized plates shall not exceed six characters in length. One dash (-), apostrophe (‘), or space may be used in the plate configuration if desired, but it shall be counted as one of the characters in the configuration. Missouri American Heart Association Red Dress Icon Plates are available only for registered Missouri vehicles.

### What You Need to Do . . .

Make a tax-deductible donation of \$25 to the American Heart Association by sending a check to Winning Women/American Heart Association Red Dress Icon Plate, 14248 F Manchester Rd., # 318, St. Louis MO , 63011. Sign up or renew your plates by simply filling out the attached application.

Note: If you are registering your vehicle on a biennial basis, please indicate that on the application. You should double your donation (\$50) on the application in order to cover both years of your vehicle registration.

### What We Do . . .

After you submit your completed application, the American Heart Association/Winning Women will send you 1) an “emblem use authorization” form. The emblem use authorization form is proof that you contributed to the American Heart Association, and will be required when you submit your plate application and 2) an application for personalized and special license plates (DOR-1716).

### Complete Your Application . . .

For an American Heart Association Red Dress Icon Plate, personalized plate, send ONLY your application for a personalized plate (DOR-1716), emblem use authorization form and the annual Department of Revenue \$15 plate fee, in addition to the regular registration fee, to the Driver and Vehicle Services Bureau, PO Box 100, Jefferson City, Missouri 65105-0100.

### Finally . . .

American Heart Association Red Dress Icon Plates are available for issue at all Revenue branch offices and some independent fee offices by providing the emblem use authorization form and fees. Personalized plates must be ordered by DOR. You will be notified by mail when your plates are available and given information about acquiring them at your local license bureau. All questions about the processing of your application should be directed to DOR through your local license bureau.

### General Information

- You may order the American Heart Association Red Dress Icon Plates at anytime regardless of your current license plate expiration date. DOR will either exchange the new American Heart Association Red Dress Icon Plate for your surrendered plate or prorate your fees.
- If you currently have personalized plates, your “message” can be transferred to the American Heart Association Red Dress Icon Plate.
- American Heart Association Red Dress Icon Plates allow 6 characters and 4 characters for the personalization of a disabled person’s plate.
- Whether applying for or renewing personalized American Heart Association Red Dress Icon Plates, an annual \$15 personalized plate fee is assessed. If renewing for two years, \$30 is due to DOR.
- In order to obtain a current emblem use authorization form, please remember to make your annual \$25 donation made payable to the American Heart Association before you renew your plates.
- When renewing, remember to take your current emblem use authorization form, as well as your renewal notice, and other papers provided by DOR.



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### Application

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**(Please Print Clearly and Carefully)**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Address2: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Day Phone (        ) \_\_\_\_\_ Evening Phone (        ) \_\_\_\_\_

Email address: \_\_\_\_\_

Please complete this form and return to Winning Women/ American Heart Association Red Dress Icon Plate, 14248 F Manchester Rd., # 318, St. Louis MO 63011. Make sure your check made payable to the American Heart Association is enclosed!

Fees are \$25 for a one-year renewal, or \$50 for biennial renewal.

Should you have additional questions, please contact:

Winning Women  
14248 F Manchester Rd., # 318  
St. Louis MO 63011  
Phone: 314-920-9163  
Fax: 314-835-9112