



## NEWS RELEASE

### **Seiberling Legacy Expands From Tires to the License on Your Car**

New Stan Hywet Plates Available Beginning June 4

May 17, 2019 – Akron, Ohio – Beginning on June 4, fans of Stan Hywet can make their passion for the estate known wherever they drive. The State of Ohio has authorized the release of a new organizational license plate that prominently features the Stan Hywet name and logo. This initiative is a new chapter in the Seiberling story which began more than 100 years ago with Goodyear tires, expanded to Stan Hywet -- the house that rubber built — and now includes the potential for thousands of cars on the road to celebrate the family’s gift to the people of Akron.

The new marketing tool is the result of a two-year effort led by Executive Assistant Carolyn Hritz, following through on a suggestion made by long-time volunteer, donor and personal friend of the Seiberling family, Hugh West. West has a long connection to the auto industry. His family opened West Chevrolet in Akron in 1934, and Hugh maintained ownership until 1988, when it was sold. Several Seiberling family members were among his customers. According to West, “I know how proud the Seiberlings were of Stan Hywet. The new license plate is a way to show our pride in return. We will be promoting the estate wherever we drive in the U.S.”

Stan Hywet is one of just three museums in the State of Ohio that now offer specialized plates. The others are the Rock and Roll Hall of Fame and the Pro Football Hall of Fame.

In a bipartisan effort, State Legislators House Minority Leader Emilia Sykes (D) and Senator Kristina Roegner (R) sponsored the legislation to create the plate that is now Ohio Revised Code 4503.595. Artwork was designed by Stan Hywet’s Creative Services Manager Michael Weiss.

Fans and friends of Stan Hywet are encouraged to order their new plates to help support the estate. The \$25 fee includes a \$15 contribution to Stan Hywet. The plate is recommended as a good conversation starter and a fun way to generate awareness of the National Historic Treasure.

“The entire Stan Hywet team of staff and volunteers is thrilled about the license plate and the opportunity to spread more awareness of Stan Hywet in a way connected to the legacy of the Seiberling family,” says Stan Hywet President Sean M. Joyce. “The leadership team and the board of directors are truly grateful for the efforts of those who worked to make this opportunity a reality.”

For more information about license plate renewal, visit [bmv.ohio.gov](http://bmv.ohio.gov).

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