**FOR IMMEDIATE RELEASE**

[Month] [Day], 2025

[Jurisdiction Contact Information]

**[Agency] Receives Prestigious AAMVA Awards**

**[CITY, STATE/PROVINCE]** – [Agency] has been honored as a winner in the 2025 American Association of Motor Vehicle Administrators’ (AAMVA) Awards Program. AAMVA’s awards program fosters a tradition of excellence in the motor vehicle and law enforcement community by honoring individuals, teams, and organizations who have committed their time and resources to safety initiatives, outstanding customer service, and public affairs and consumer educational programs throughout North America. This year, AAMVA received over 400 submissions for awards in 23 different categories.

[Agency] has been selected as a winner of the following award(s):

**Award Name**

[Award Description]. [Program Description].

Founded in 1933, AAMVA serves North American motor vehicle and law enforcement agencies to accomplish their missions. The association’s vision of *Safe Drivers, Safe Vehicles, Secure Identities, Saving Lives!* guides AAMVA’s activities, resources, and programs in driver licensing, vehicle titling/registration, motor carrier services, identity management, and technology solutions.

For more information visit [www.aamva.org](http://www.aamva.org/).

**Award Descriptions**

**Lifetime Achievement Awards**

* **Lifetime Achievement in Roadway Safety in Law Enforcement -** This award recognizes an AAMVA member jurisdiction employee or other individual in law enforcement whose primary function is directly associated with roadway and traffic safety efforts and who has had a distinguished career in this arena. The individual can be currently active or retired.
* **Lifetime Achievement in Roadway Safety in Motor Vehicle Administration -** This award recognizes an AAMVA member jurisdiction employee or other individual in motor vehicle administration whose primary function is directly associated with highway and traffic safety efforts and who has had a distinguished career in this arena. The individual can be currently active or retired.

**Service Awards**

* **Trailblazer** - This award is presented to a jurisdiction agency or individual who identified and implemented innovative changes that positively affected their agency and/or community. The innovative changes must be transferable to other jurisdictions or organizations, such as best practices, model legislation, standards, etc.
* **Excellence in Government Partnership** - This award is presented to successful projects/programs developed and implemented in cooperation with public or private sector organization(s).
* **Innovative Use of Technology -** This award is presented to jurisdictions who have implemented technology tools that directly enhance access to services or the service experience.
* **Customer Convenience** - This award is presented to jurisdictions for improving customer-facing processes through offering or enhancing things such as online transactions, mobile units, access to vital records, improved payment options, greeter/triage stations, the ability to speed up service if the wait time is long, or other conveniences.
* **Improvement Through Efficiencies -** This award is presented to jurisdictions for improving internal processes by going green, reducing costs, streamlining processes, and/or doing more with less.
* **Customer Service -** This award is presented to jurisdiction individuals who have excelled in customer service delivery in a call center or on the front line of motor vehicle administration.
* **Community Service -** This award is presented to jurisdictions with "give back" programs, such as providing backpack supplies for returning veterans, food drives, gifts for children, adoption of military families, etc.

**Fraud Awards**

* **Fraud Prevention and Detection: Agency -** This award is presented to a new program or initiative to enhance/ensure integrity of products/services in a jurisdiction, such as facial recognition systems, security features to a vehicle title, implementation of ALPR, address verification software, etc.
* **Fraud Prevention and Detection: Investigations Individual -** This award is presented to an individual who has made a specific contribution to thwart motor vehicle agency or law enforcement -related crime, such as a front counter clerk who recognizes an individual who repeatedly submitted transactions, a technician who detected title fraud, a special agent who discovered odometer fraud, etc.
* **Fraud Prevention and Detection: NMVTIS Enforcement -** This award recognizes a state, local, tribal or federal government authorized NMVTIS Law Enforcement Access Tool (LEAT) user (this may be an individual or task force/group) who has demonstrated excellence in completing an investigation related to NMVTIS violations and/or in the use of the LEAT as a tool to further an investigation of motor vehicle related crimes.

**Communication Awards**

* **Communications Overall Campaign: Budget Under $50k -** This award is presented to a jurisdiction for a full multi-faceted campaign under $50k.
* **Communications Overall Campaign: Budget Over $50k -** This award is presented to a jurisdiction for a full multi-faceted campaign over $50k.
* **Publications and Visual Arts -** This award is presented to the best publication or visual art, such as newsletter, media kit, logo, photograph, display, digital graphic, etc.
* **Advertising -** This award is presented to the best advertisement, such as TV commercial or public service announcement, radio commercial or public service announcement, indoor or outdoor print or digital advertisement such as a poster, billboard, or digital signage, etc.
* **Special Events -** This award is presented to the best special event, such as media event or press day, non-media events such as exhibit, information booth, educational presentation, etc.
* **Video -** This award is presented to the best internally-produced video using internal resources by internal personnel, such as an information video, training video, etc.
* **Informative Writing -** This award is presented to the best example of informative writing, such as news release, blog, feature story, etc.
* **Persuasive Writing -** This award is presented to the best example of persuasive writing, such as news release, blog, feature story, etc.
* **Website -** This award is presented to the best website or microsite.
* **Social Media -** This award is presented to the best use of social media, such as Facebook, Twitter, Instagram, etc.

**International Driver Examiner Certification (IDEC) Award**

* **International Driver Examiner Certification (IDEC) Award -** This award is presented by the Driver Testing and Examiner Training (DTET) Subcommittee and AAMVA to recognize outstanding examiners. Examiners are selected for their excellence in adhering to the principles and recommended practices of driver examining (the Examiner's Code of Ethics) and for their profession.