**For Immediate Release**

Heartwarming Support for Israel: Florida Residents Can Now Stand with Israel on Their License Plates

[City, Date] - Florida residents now have the opportunity to proudly display their support for Israel wherever they travel with the introduction of the "Florida Stands with Israel" (“FSWI”) specialty license plate. This initiative, aimed at fostering solidarity, allows residents to express their enduring friendship with Israel through a distinctive license plate.[[1]](#footnote-1)

Governor Ron DeSantis signed the specialty license plate into law, emphasizing its role in strengthening the longstanding bond between Florida and Israel. "I am committed to deepening the relationship between Florida and the state of Israel," Governor DeSantis remarked. "This specialty license plate serves as a visible symbol of our steadfast support and friendship."[[2]](#footnote-2)

To participate in the initiative, interested individuals can purchase a pre-sale voucher for the "Florida Stands with Israel" (“FSWI”) specialty license plate via the Florida State DMV Tax Collector website [click [here](https://county-taxes.net/fl-escambia/vouchers?fbclid=IwZXh0bgNhZW0CMTAAAR1JfsKhGEPplL_RAvo0bmTuuYEjfXNjMFQcskD-nsoi2zml5goNiKerdKM_aem_AYgxazsNjr40_LPmz5oQjKsmiRgpNTio13Q-j4HkjM4nREjUt1ve0MobIZvmaojBJPVnXKDqAJtHDSXoLPysqyD6) to order]. To track number of pre-sale vouchers sold and learn more, visit [www.floridastandswithisrael.org](http://www.floridastandswithisrael.org).

Once 3,000 pre-sale vouchers are sold, production of the license plates will commence. The deadline for purchasing vouchers is October 14th, 2024, so supporters are encouraged to act promptly.

A significant portion of the revenue generated from pre-sale vouchers will benefit Hatzalah South Florida Emergency Medical Services, a nonprofit organization that deploys volunteer EMTs and paramedics during medical emergencies. $25 of every $33 pre-sale voucher will be allocated to HSF. Andre Roitman, Executive Director of HSF, expressed his support for the initiative, highlighting its potential impact on emergency medical services in South Florida.

Non-Florida residents can also join in by purchasing a voucher as a gift for friends or family. Purchasing this voucher does not obligate one to redeem it for the specialty license plate. A customer that does not intend to put a specialty license plate on their car can still purchase a pre-sale voucher to support the benefiting organization. The purchase will count towards the required 3,000 pre-sales and will support both HSF and Israel.

Michael Ackerman, Spokesperson and Marketing Director for the "Florida Stands with Israel" campaign, urged widespread participation. "We envision every Floridian who values the Florida-Israel relationship to not only purchase these specialty plates for their vehicles, but also to encourage their friends and family to do the same," Ackerman stated.

**About "Florida Stands with Israel" (“FSWI”):**

The "Florida Stands with Israel" (“FSWI”) specialty license plate initiative allows Florida residents to visibly demonstrate their support for Israel. Designed by artist Daniel Ackerman, the plate features Florida's state flower, the orange blossom, intertwined with the Star of David, symbolizing the strong bond between Florida and Israel. Proceeds from plate sales will support Hatzalah South Florida EMS (“HSF”), contributing to improved emergency response services in the region.

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1. The winning design for the "Florida Stands with Israel" license plate, created by artist Daniel Ackerman, features the orange blossom, Florida's state flower, juxtaposed with the Star of David against a backdrop of blue, white, and sand-colored waves. This design symbolizes the strong bond between Florida and Israel, with the waves representing the colors of the Israeli flag as well as the Israeli sea and desert sand. Ackerman's design was chosen out of over 100 submissions in a public design contest sponsored by the Israeli American Council and coordinated by Artists for Israel [↑](#footnote-ref-1)
2. For more on this story, click [here](https://youtu.be/9AnIyyEHCe4?si=55JuSGcClPNAUqtO) plate. [↑](#footnote-ref-2)