



NEWS RELEASE

For Immediate Release



Contact: Jennifer Buaas
Texas.gov | Texas Department of
Information Resources
512-463-3602
jennifer.buaas@dir.texas.gov

Texas.gov Launches New Advertising to Promote Online Services

Campaign emphasizes ease and convenience for Texas drivers and professionals

AUSTIN, Texas – April 26, 2016 - For the sixth straight year, Texas.gov, the official website of the State of Texas, is launching a statewide advertising campaign to publicize the ease of completing many government services online. Produced locally in Austin, Texas, the new campaign promotes Texas.gov/Driver and Texas.gov/Work as convenient, official sources to renew a driver license, vehicle registration, professional or occupational license, and much more.

Services that can be completed at Texas.gov/Driver include:

- [Driver License Renewal](#) – Thousands of Texans are eligible to renew their driver license or ID online each year. Official address changes can also be completed via this service.
- [Vehicle Registration Renewal](#) – After a passing inspection, Texans can renew their vehicle registration online instead of at the tax assessor's office.
- [Driver Records](#) – Use this online service to order and print a driver record, including certified versions required for defensive driving courses.
- [Driver License Reinstatement](#) – Pay reinstatement fees and check the status of driving eligibility with this convenient service.

For Texans who need a state-issued professional or occupational license, Texas.gov/Work offers initial applications and renewals for [accountants](#), [architects](#), [cosmetologists](#), [electricians](#), [insurance agents](#), [nurses](#), and [many other professionals](#).

With the theme “*Easy. Now.*”, the Texas.gov campaign includes television commercials that will air in Austin in April and September. Interactive advertising on Tremor and Hulu and online banners ads will

display to Texans statewide from April through December. Visit the [Texas.gov YouTube channel](#) to view the commercials – “*Pajama Day*” and “*Stuck in the '80s*”.

Texas.gov is also the best place to quickly and securely complete more than 1,000 other government services online. Users can conveniently [order a birth certificate](#), [purchase TDCJ commissary items](#), [pay CHIP enrollment fees](#), [apply for or renew a license to carry a handgun](#), and [much more](#).

Consumer Alert: In order to safely take care of your government business online, beware of unofficial, look-alike websites operated by private organizations that may charge unnecessary fees for services or information. Instead, make sure you are using the State’s official website, www.texas.gov, or an official state agency website to complete your online transaction. To access an official website, enter the URL in the address bar at the top of your Internet browser (*e.g. Internet Explorer, Mozilla Firefox, Google Chrome, etc.*) instead of entering the address in a search engine bar (*e.g. Google, Bing, Yahoo, etc.*). Also look for the **.gov** or **state.tx.us** extension which will be present in the URLs of all official Texas state government websites.

About Texas.gov

Texas.gov is the official website of the State of Texas (www.texas.gov) and is a collaborative public/private partnership managed by the [Department of Information Resources \(DIR\)](#). [Texas.gov](#) helps state and local government entities web-enable their services and operates without tax funds through a partnership between the state and [Texas NICUSA, LLC](#) (Texas NIC). Texas NIC builds, operates, maintains, and markets Texas.gov and is part of eGovernment firm NIC’s family of companies. Since its launch in 2000, Texas.gov has securely processed more than 288 million financial transactions and collected more than \$33 billion on behalf of participating entities.

About NIC

Founded in 1992, [NIC](#) (NASDAQ: EGOV) is the nation's leading provider of official government websites, online services, and secure payment processing solutions. The company's innovative eGovernment services help make government more accessible to everyone through technology. The family of NIC companies provides eGovernment solutions for more than 4,500 federal, state, and local agencies in the United States. Forbes has named NIC as one of the “100 Best Small Companies in America” six times, and the company has been included four times on the Barron’s 400 Index. Additional information is available at <http://www.egov.com>.