

INTRODUCING NEW YORK'S OUTDOOR ADVENTURE LICENSE

Dear Mr. Thomas,

New York State offers some of the best hunting anywhere in America. We've been working hard to make the hunting experience even better, including reducing license fees and opening up new access to state lands. Today, I'm happy to tell you about New York's Outdoor Adventure Plates and Adventure License which will make it more attractive than ever to become a holder of a lifetime hunting license.

Show Your Passion with I♥NY Hunting Adventure Plates

Making the decision to become a lifetime license holder shows your commitment to the rich legacy of hunting in New York. In 2014, if you buy a new lifetime hunting license, you now have the opportunity to get brand new hunting-themed license plates for your car or truck that show how much you love to hunt. These special I♥NY hunting plates are available right now, for free, exclusively to those purchasing a new lifetime hunting license — and you get one free plate renewal.



Simplify Your Wallet with the new Adventure License

Lifetime holders of hunting, fishing and parks licenses now have the option of incorporating them with their New York State driver's license. This will replace the need to carry multiple lifetime licenses for hunting, fishing, boater safety, and State Parks access. That's more convenient.



If you enjoy other outdoor activities such as fishing or camping, you also can purchase a Lifetime Fishing License or a New York State Parks "Lifetime Empire Passport" and get the same benefits described above. The newly-created Lifetime Empire Passport guarantees entry and parking forever in any of New York State's 179 state parks, 76 beaches and 18 nature centers.

As a hunter you are among the original stewards of our environment. We hope that you will make a lifetime commitment to sporting in our great state, and when you do, we're prepared to recognize you.

I look forward to seeing you in New York's wonderful outdoors.

Sincerely,

Andrew Cuomo, Governor

To learn more or to purchase a lifetime license, visit: www.licensecenter.ny.gov.

INTRODUCING NEW YORK'S OUTDOOR ADVENTURE LICENSE

Dear Mr. Cohen,

New York State offers some of the best fishing anywhere in America. We've been working hard to make the fishing experience even better, including reducing license fees and opening up new access to state lands. Today, I'm happy to tell you about New York's Outdoor Adventure Plates and Adventure License which will make it more attractive than ever to become a holder of a lifetime fishing license.

Show Your Passion with I♥NY Fishing Adventure Plates

Making the decision to become a lifetime license holder shows your commitment to the rich legacy of fishing in New York. In 2014, if you buy a new lifetime fishing license, you now have the opportunity to get brand new fishing-themed license plates for your car or truck that show how much you love to fish. These special I♥NY fishing plates are available right now, for free, exclusively to those purchasing a new lifetime fishing license — and you get one free plate renewal.



Simplify Your Wallet with the new Adventure License

Lifetime holders of fishing, hunting and parks licenses now have the option of incorporating them with their New York State driver's license. This will replace the need to carry multiple lifetime licenses for hunting, fishing, boater safety, and State Parks access. That's more convenient.



If you enjoy other outdoor activities such as hunting or camping, you also can purchase a Lifetime Hunting License or a New York State Parks "Lifetime Empire Passport" and get the same benefits described above. The newly-created Lifetime Empire Passport guarantees entry and parking forever in any of New York State's 179 state parks, 76 beaches and 18 nature centers.

As an angler you are among the original stewards of our environment. We hope that you will make a lifetime commitment to sporting in our great state, and when you do, we're prepared to recognize you.

I look forward to seeing you in New York's wonderful outdoors.

Sincerely,

Andrew Cuomo, Governor

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INTRODUCING NEW YORK'S OUTDOOR ADVENTURE LICENSE

Dear Ms. McCormack,

New York State offers some of the best outdoor experiences anywhere in America. We've been working hard to make our State Parks better than ever, including preparing for the opening of the 180th State Park this summer. Today, I'm happy to tell you about the New York's Outdoor Adventure Plates and Adventure License.

New Lifetime Empire Pass is More Convenient and Offers Special Benefits

As an avid park explorer, I know how much you appreciate the beauty and diversity of New York State's great parks system. And now you can enjoy it all even more with our new Lifetime Empire Passport.

With the Lifetime Empire Passport, you'll pay \$750 once and never pay again for access to nearly all of our 179 state parks, 76 beaches, 18 nature centers, 2,000 miles of trails, and 335,000 acres — perfect for unlimited adventure or sheer relaxation. We will also include one of the following bonuses: a free week of camping, a free foursome of golf, or a \$100 Parks gift card.

Show Your Passion with I♥NY Parks Adventure Plates

Making the decision to become a lifetime Empire Passport holder shows your commitment to the rich outdoor legacy in New York. In 2014, if you buy a new Lifetime Empire Passport, you now have the opportunity to get brand new Parks-themed license plates for your car or truck that show how much you New York State Parks. These special I♥NY NY Parks plates are available right now, for free, exclusively to those purchasing of a new lifetime Empire Passport — and you get one free plate renewal.



Simplify Your Wallet with the new Adventure License

Lifetime Empire Passport holders now have the option of incorporating it onto their New York State driver's license. This will replace the need to carry multiple lifetime licenses for State Parks access and also lifetime hunting, fishing, and boater safety licenses. That's more convenient.



If you enjoy other outdoor activities such as hunting or fishing, you also can purchase a Lifetime Hunting or Lifetime Fishing License and get the same benefits described above.

As a committed park adventurer you are among the original stewards of our environment. We hope that you will make a lifetime commitment to sporting in our great state, and when you do, we're prepared to recognize you.

I look forward to seeing you in New York's wonderful outdoors.

Sincerely,

Andrew Cuomo, Governor

To learn more or to purchase a lifetime license, visit: www.licensecenter.ny.gov.