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The Cape and the Islands specialty license plate is the top-grossing in Massachusetts.

By **Matt Rocheleau**

GLOBE STAFF MAY 25, 2015

The most popular type of speciality license plate in Massachusetts is also a favorite local summertime retreat: the Cape and the Islands.

Many drivers have no qualms affixing to their bumpers a plate honoring the Bay State's vacation haven, despite the regular traffic tie-ups it causes.

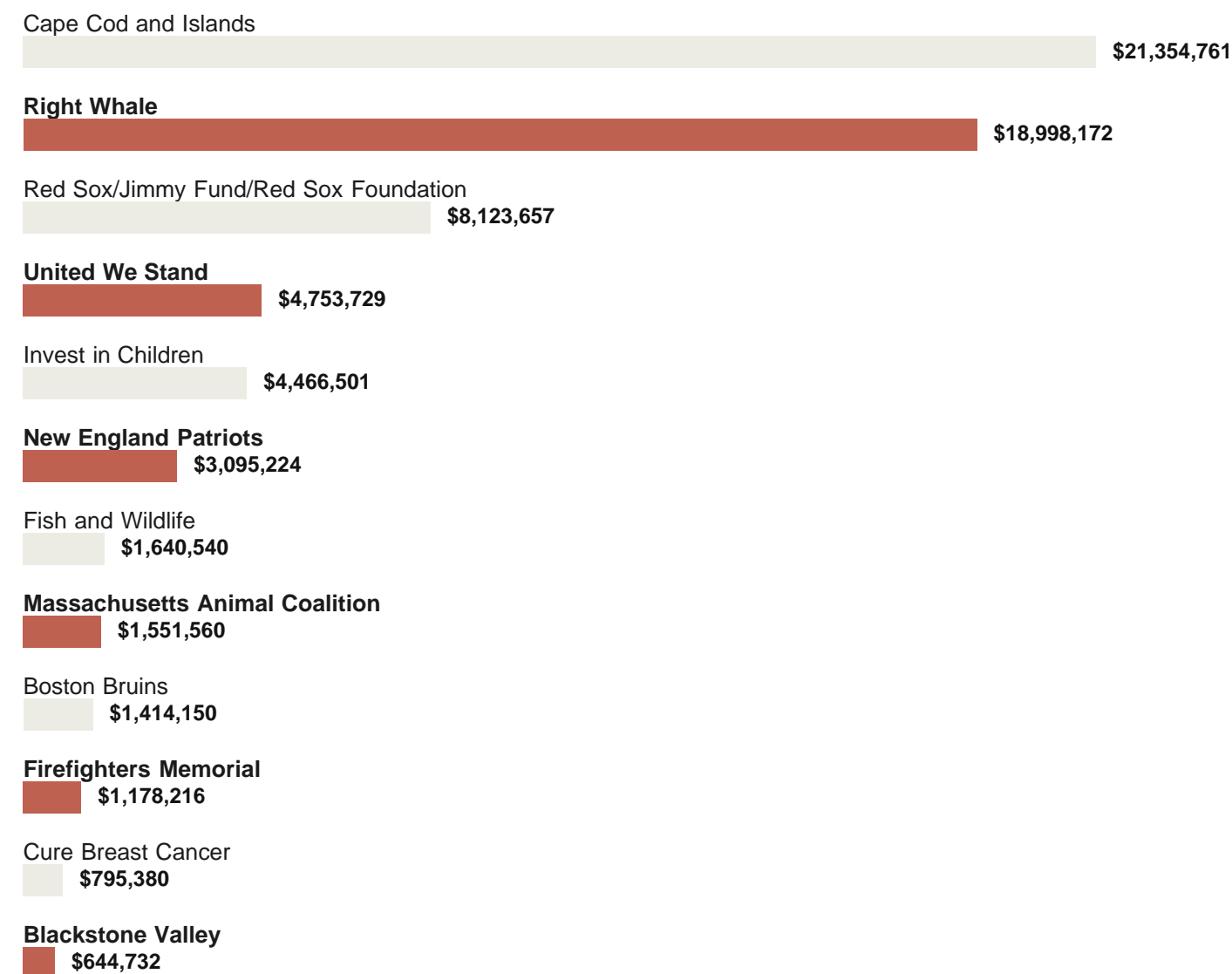
Related: Slow-moving sales for UMass Amherst specialty plates

Here's a list of the top-grossing specialty plates in Massachusetts, ranked by how much revenue they have generated since their inception.

Note that some plates have been in production for longer than others.

The most popular specialty plates in Massachusetts

A look at types currently in production and the revenue each has generated since its inception, as of fiscal 2014.



Olympic Spirit
\$634,757

Conquer Cancer
\$601,912

Boston Celtics
\$337,940

Choose Life
\$309,164

Basketball Hall of Fame
\$248,048

UMass
\$65,176 (~\$85,000 as of May 2015)

SOURCE: Massachusetts Registry of Motor Vehicles
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