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To: Adams, ChaneyChaneyAdams@gov.sc.gov
Date: 3/31/2016 7:51:06 PM
Subject: World Autism Awareness Day- Saturday
Attachments: 2016 GOVERNOR LIUB Building and Proc TEMPLATE.docx

Chaney-Hey, this is Tucker Martin, I used to work for Governor McDonnell. Hope you are doing well!

Anyway, reason I'm bothering you is I was recently asked by Autism Speaks if I wouldn't mind reaching out to GOP press folks regarding this Saturday's global autism awareness event.

Long and short, and as you well know of course, Governor Haley has agreed to issue a proclamation and light a building blue in recognition of Saturday being "World Autism Awareness Day."

I know you probably already have a press plan in the works, but just in case you needed more information or were spread thin across a number of events/projects (I can relate) I wanted to pass on the following materials from Autism Speaks that might help make your life at least a little bit easier!

Attached is a generic press release that might be helpful in drafting yours, and following this email are some social media ideas as well. Also some more background info is also available at the links you'll find below as well.

Again, thank you so much for your office participating in this global event. And I reiterate: these are just samples/ideas so feel free to use as much or as little as you want, just trying to get you some materials should that prove helpful in your earned media work around Saturday.

Please holler with any questions whatsoever!

Tucker Martin

Facebook Sample Post:

Please join me today to "Light it Up Blue" with @AutismSpeaks for the millions affected by #autism worldwide.

Sample Tweet:

Please join me today to "Light it Up Blue" with @AutismSpeaks for the millions affected by #autism worldwide.
#Governors4LIUB #LIUB

Link to some past participation by elected officials <https://www.autismspeaks.org/advocacy/advocacy-news/these-elected-officials-helped-light-it-blue>.

General information on LIUB here: <https://www.autismspeaks.org/liub>