

From: John Boyanoski <jboyanoski@completepr.net>

To: Danny Varat <DannyVarat@scstatehouse.gov>

Date: 8/10/2017 8:30:14 AM

Subject: RE: Woodlands at Furman request

Attachments: villas-release.docx

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Danny,

Thanks for getting back to me. Here is a little more:

- We are looking at mid-to-late September for the event. We don't have a specific date because we want to build this around Mr. Bryant's schedule...ie...if he or someone from the office has Sept 21 at 11 am open...the event will be Sept 21 at 11. So basically, if you give us two or three dates, we will do one of those and confirm ASAP.
- While we would prefer Mr. Bryant, we will definitely welcome someone from staff. We are very proud of the new edition (attached is a very...very draft version of an early release that has not been sent...you can see the highlights in there of why this is different and really a future look at housing for retirees will look like.)
- We are inviting all media in the Upstate, and generally the Woodlands and my firm gets the majority of them out to events like these. I can pretty much guarantee two TV stations and the Greenville News for live coverage regardless. The Journal and GSA Business will do stories as well. Likely live if Mr. Bryant is there.
- We also will invite local officials as guests: City of Travelers Rest (as you know Furman and the Woodlands are now in TR), County Council, State House members (Corbin and Timmons), and Furman leadership.
- Plus, there will be about 100 plus Woodlands residents attending as well as board leadership.

Hope that helps.

Let me know

John

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From: Danny Varat [mailto: DannyVarat@scstatehouse.gov]

Sent: Thursday, August 10, 2017 7:54 AM

To: jboyanoski@completepr.net

Subject: Fw: Woodlands at Furman request

John, I serve as Kevin's chief of staff, and I also am a Furman alum, so I'd like for us to make this work. Can you please give me a few more details? What are the date and time? Will you have media? Should staff from the Office on Aging attend and/or speak? Thanks very much for your help. I look forward to hearing back

Danny Varat

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From: John Boyanoski [mailto: jboyanoski@completepr.net]

Sent: Monday, July 17, 2017 3:19 PM

To: Lily Cogdill <LilyCogdill@scstatehouse.gov>

Subject: Woodlands at Furman request

Lily,

It was a pleasure speaking to you this morning. Here is a little more about my request for Lt. Gov. Bryant to speak at the unveiling of The Woodlands at Furman's Villas project this September.

- [The Woodlands](#) is an award-winning CCRC in Greenville County.
- Has been open for 12 years.
- This was the first of the modern CCRCs to be built in the Upstate.
- The September announcement is its new Villas concept, which are independent cottages and homes on the Woodlands campus.
- These are going to be state of the art units and will be first of its kind in South Carolina.
- It is affiliated with Furman University.
- The reason we are reaching out to Lt. Gov. Bryant is because of his leadership with the SC Office On Aging. The Villas are new way to look at senior living, and we would love for him to be involved.

- We would like him to be the headliner at the event, which would feature the official ribbon cutting of the first homes in the Villas.

Let me know

John

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