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To: Veldran, KatherineKatherineVeldran@gov.sc.gov
Date: 3/4/2013 4:55:14 PM
Subject: FW: Els for Autism Press Release

Some vague details below.

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From: Nicole Palladino [mailto:Nicole.Palladino@ernieels.com]
Sent: March-04-13 10:51 AM
To: steve@heritageclassicfoundation.com; Derek Paton; Lindsey Welsh; Stephanie Salmon; angela@heritageclassicfoundation.com
Subject: Els for Autism Press Release
Importance: High

Good morning,

Tomorrow, at Doral, Ernie will announce the upcoming Golf Challenge and April Autism Awareness programs. I've included the following information in the release and wanted to receive confirmation from you all **before it went to print at noon today**. I apologize for the late notice!

Please shout if there is anything you'd like to hold off on at the moment but I think we've confirmed that the following will occur at the RBC Heritage :

RBC Heritage – April 18-21

- Heritage - Purchasing 2000 pins for distribution at gate, for volunteers, and pro-am
- RBC - purchasing 500 pins for distribution to all RBC guests
- E4A reps passing out pins at 1st and 10th tees to players on Thursday (at least). More days if necessary.
- Pins in player registration packet.
- Blue Autism awareness day on Friday where players and fans will be encouraged to wear blue. – Would you like us to simply call this a blue day or can we include autism awareness in the name?
- E4A will man charity booth on Friday where we may take donations for pins and distribute information about the Foundation.

Steve and Derek, are you happy for us to include you as the contacts for questions regarding Heritage and RBC in the release?

Thank you everyone for coordinating with me on this! Really looking forward to the tournament. We had pins out at the Honda this weekend and it went over pretty well. We collected \$250 in donations just by having them at the back of our booth on Saturday, not advertised at all. Once April swings around and we have the exposure and players wearing it, I think the pins will really be a big hit!

NICOLE PALLADINO

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