

From: Haley, Nikki
Required: Veldran, KatherineKatherineVeldran@gov.sc.gov
Subject: PRT Commercial Shoot
Location: Genesis Studios, 1006 Hafley Court, Cayce, SC
When: 12/16/2013 3:00:00 PM - 4:30:00 PM

Advance: Kenny Williamson
(803)260-7937

For Security Advance:

Cliff Springs, President & CEO
(803) 796-9666
1006 Hafley Court
Cayce, SC 29033

Staff: Courtney Walls

Location:

Genesis Studios
1006 Hafley Court
Cayce, SC 29033
(803) 796-9666

Attire: Resort casual / leisure casual, as if she herself was on holiday or vacation. **For example:** Khakis and a linen top. Option to bring a couple of extra outfits if she'd like to. It is a beach scene so she may want to wear summer attire (short sleeves, solid colors.) The idea is to depict her as if she is on vacation/at the beach.

Please avoid the color green as a wardrobe option

Script:

Original:

Gov Haley/AVO: It's all here. The beach, the mountains and the memories that last a lifetime. South Carolina is, Just Right.

Gov Haley/AVO: From our rich local flavors to our countless hidden gems, South Carolina is your perfect getaway.

PRT Contacts:

Amy Duffy 803-206-6947 aduffy@scprt.com

Beverly Shelley 803-331-1762

BFG contacts:

John Hoffman – Director/Producer

Belinda Lott – Producer

Kevin Basirco – Account Services

2014 RBC Heritage Video Welcome Message
30-Second Script for Governor Haley

****DRAFT****

On the behalf of the people of South Carolina, Michael and I are pleased to welcome you to the RBC Heritage presented by Boeing!

It's a great day in South Carolina here in beautiful Hilton Head Island! We are very glad that you could join us for South Carolina's signature PGA TOUR golf tournament.

With a golf history spanning over 225 years, the Palmetto State has long established itself as the golf capital of the South.

Today, South Carolina boasted over 380 public golf courses statewide, a testament to our continuing golf legacy. One of the greatest driving forces behind this rich legacy, and our success as a premier golf destination, is the RBC Heritage present by Boeing.

In addition to its profound impact on tourism, the RBC Heritage has also proven itself as an invaluable networking venue for local, national, and international business leaders.

The natural beauty of the Lowcountry, our famed Southern hospitality, and the excitement of watching the PGA TOUR's finest compete and come together to create an ideal setting and unique opportunity for hosting business prospects and building new business relationship.

Whether you are here with family, friends, or business colleagues, I am confident that you will quickly discover why South Carolina is a great place to live, work, and play! The RBC Heritage presented by Boeing is a prime example of why every day *is a Great Day in South Carolina!*

I would like to thank you for being part of this South Carolina tradition, and I hope you have a wonderful time.

God Bless.