

From: Priester, Nicole <NicolePriester@gov.sc.gov>
Required: Veldran, Katherine <KatherineVeldran@gov.sc.gov>
Subject: Canceled: Out of the Darkness Community Walk Opening Ceremony
Location: Riverfront Park, 3 Rivers Greenway, Columbia, S.C.
When: 10/26/2014 2:00:00 PM - 2:45:00 PM

Advance: Brandon Landrum
(803)260-0783

Approved By: NH and Tim on 9/9

EVENT: Out of the Darkness Community Walk Opening Ceremony

DATE: Sunday, October 26, 2014

TIME: 2:00 PM

LOCATION: Riverfront Park, 3 Rivers Greenway, Columbia, S.C.

LOCATION SET-UP: on the stage in the field at Riverfront Park, microphone

ATTIRE: Blue

ON-SITE LOCATION CONTACT:

John Denny
SC National Guard
803-543-6049

SCHEDULING CONTACT:

Helen Pridgen, MSW, LMSW
Co-Chair of the Out of the Darkness Community Walk
South Carolina Area Director
American Foundation for Suicide Prevention
803-552-9318
Hpridgen@afsp.org
www.afsp.org

PRIMARY STAFF: Katherine Veldran

ADVANCE STAFF: Zach Pippin

PURPOSE: Gov. Haley will give remarks at the Out of the Darkness Community Walk Opening Ceremony.

PRESS: Yes.

PUBLIC: Yes.

INVITED BY: John Magill, State Director of Mental Health

INTRODUCED BY: John Magill, State Director of Mental Health

LENGTH OF SPEAKING: brief remarks.

SPEAKING ORDER/LINE-BY-LINE:

2:00-2:03 PM Presentation of Colors
2:03-2:07 PM AFSP VP Mike Lamma

2:07-2:10 PM John Magill introduces Governor Haley
2:10-2:13 PM The Honorable Nikki Haley
2:13-2:17 PM Dr. Meera Narasimhan (importance of research)
2:17-2:23 PM Awards and Recognition of Color Beads
2:23-2:30 PM Ribbon Cutting – Speakers will participate with the children
2:30 PM Walk begins
2:30 PM NH departs

ATTENDEES: Expecting 700 walkers.

SUGGESTED TALKING POINTS:

Suicide prevention

LEGISLATIVE INFORMATION:

ECONOMIC DEVELOPMENT INFORMATION:

PRESS RELEASE:

For Immediate Release

October 20, 2014

Contact: Helen Pridgen or Erika Jensen

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**WALKERS TAKE TO THE STREETS TO PREVENT SUICIDE – Governor Haley Kicks off 2014 Walk
Hundreds of Walks Being Held Nationwide Through December 2014**

(Columbia, S.C.) – Governor Nikki Haley will speak to the nearly 1000 people from throughout the Midlands who are expected to participate in the upcoming Columbia Out of the Darkness Community Walk on October 26, 2014. The fundraising walk supports the [American Foundation for Suicide Prevention](http://www.afsp.org) (AFSP, afsp.org) by helping to support local and national suicide prevention and awareness programs to reduce the annual rate of suicide by 20 percent by 2025.

The Columbia Out of the Darkness Walk is one of more than 360 Out of the Darkness Community Walks (www.outofthedarkness.org) being held this fall nationwide. The walks are expected to unite more than 100,000 walkers nationally and raise more than \$12 million for suicide prevention efforts.

“Much more needs to be done to prevent suicide. Yet, suicide and the underlying mental disorders that can sometimes lead to suicide continue to be surrounded by misinformation and stigma,” said Erika Jensen, Walk Co-Chair. “This walk raises awareness about depression and suicide, raises needed funds for research and local prevention programs, and provides support to those who have struggled themselves or have lost a loved one by suicide. Survivors often find comfort in these healing steps.

The Columbia community walk will begin at the Columbia Riverfront Park at 2:00 pm and end at 4:30. The entrance to Columbia Riverfront Park is located at the corner of Huger Street and Laurel Street.

Speakers will include the Honorable Nikki R. Haley, Governor of South Carolina, Michael F. Lamma, AFSP Vice-President of Development and Field Management, John H. Magill, State Director of the SC Department of Mental Health, and Dr. Meera Narasimhan, Associate Provost for Health Sciences at USC. Walkers may register at www.afsp.donordrive.com.

According to AFSP, a person dies by suicide every 13.3 minutes, claiming more than 39,500 lives each year. It is estimated that an attempt is made every minutes, with close to one million people attempting suicide annually.

“Despite the troubling statistics, an important goal of the walk is to stress that suicide can be prevented. The walk is also a call to action that more must be done to prevent suicide, nationally and in communities across the country,” said Robert Gebbia, executive director for the foundation.

“We know that the best way to prevent suicide is through the early recognition and treatment of the mental disorders that can contribute to suicide. Unfortunately, stigma about disorders such as depression, bipolar illness, and alcohol and substance abuse, keeps people from getting the treatment they need. The community walks are about eliminating that stigma. It’s about bringing hope to those who have been affected by suicide,” he continued.

Local sponsors for the Columbia Out of the Darkness Community Walk include Three Rivers Behavioral Health, Mental Health America of SC, BB&T, Blue Cross Blue Shield of South Carolina, Palmetto Health Behavioral Care, Shine Hair Color & Design Studio, The State Newspaper, AARP, Ellison Kibler &

Associates, SC Bar – *Lawyers Helping Lawyers*, ETV Radio, ARC Document Solutions, Favor Midlands, Mid Carolina Internal Medicine, NAMI Mid Carolina, Nancy Dunbar, NASH FM 98.5, Palmetto Counseling Associates, NAMI South Carolina, Larry Nichols, Sign it Quick, South Carolina Nurses Association, Colonial Life, Michael's Café & Catering, and Starbuck's on Gervais.

About the American Foundation for Suicide Prevention:

The American Foundation for Suicide Prevention is the leading national not-for-profit organization exclusively dedicated to understanding and preventing suicide through research, education and advocacy as well as to reaching out to people with mental disorders and those impacted by suicide. For more information please visit www.afsp.org . For information about the AFSP SC Chapter, please visit <https://www.afsp.org/local-chapters/find-your-local-chapter/afsp-south-carolina>.

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