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**From:** Haley, Nikki  
**Sent:** Thursday, June 2, 2011 2:14 PM  
**To:** Pitts, Ted  
**Subject:** Re: "Made For Vacation" tag line

Agreed.

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**From:** Pitts, Ted  
**Sent:** Thursday, June 02, 2011 02:09 PM  
**To:** Haley, Nikki  
**Subject:** FW: "Made For Vacation" tag line

Read below and provide direction.  
My thoughts are don't spend anymore more money.

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**From:** Duane Parrish [mailto:dparrish@scprt.com]  
**Sent:** Tuesday, May 31, 2011 11:41 AM  
**To:** Pitts, Ted  
**Subject:** "Made For Vacation" tag line

Ted,

Hope you had a great holiday. As you're probably aware, "Made for Vacation" replaced "Smiling Faces, Beautiful Places" approximately 15 months ago. We spent about \$800k on the campaign, which means it would cost about that much to change it. However, it will be even more if we change it in a year or two.

The Governor wasn't real big on "Made for Vacation" and neither am I, but it has grown on me some. Would you check with her and let me know? I need to fish or cut bait.

Thanks.

Duane Parrish  
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