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**Subject:** Media advisory mentioning Governor Haley

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Hi, everyone ... We're thinking about issuing a media advisory this Friday or either Monday announcing highlights of the Governor's Conference on Tourism and Travel. The main highlight is Gov. Haley's appearance at an awards ceremony at noon on Wednesday, Feb. 17. See advisory below. Are you OK with us pushing this out now, or should I wait until you announce her schedule for the week of Feb. 15?

Also, later today, I should be sending over talking points for Governor Haley's remarks.

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ADVISORY – Feb. 5, 2016

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## Governor Haley to Announce Tourism Award Winners

Columbia -- Governor Nikki Haley will lead an annual tourism awards ceremony as a highlight of the 2016 South Carolina Governor's Conference on Tourism and Travel, Feb. 15-17, at Belmond Charleston Place. The awards ceremony will recognize outstanding achievements in tourism development, promotion and marketing and is scheduled for noon to 1:30 p.m. on Wednesday, Feb. 17, in the hotel's second floor ballroom.

The annual Governor's Conference is the largest gathering of South Carolina tourism industry leaders. It offers sessions on the state of the economy, industry trends and best practices in marketing and promotion. It also provides opportunities to conduct business and network with marketing professionals.

Another key highlight will be an update from Duane Parrish, Director of the South Carolina Department of Parks, Recreation & Tourism, scheduled for 9 a.m. on Wednesday, Feb. 17, where he will unveil the latest estimates on tourism's economic impact in South Carolina, as well as SCPRT's newest marketing initiative. He will also give updates on the agency's efforts to upgrade welcome centers.

Admission is available only by registration. For more information, visit [www.SCGovCon.com](http://www.SCGovCon.com) or contact Dawn Dawson-House at [ddawson@scprt.com](mailto:ddawson@scprt.com) or 803-734-1779.

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**SAVE THE DATE:** Mark your calendar for February 15 – 17, 2016 for the 2016 Governor's Conference on Tourism & Travel. Please visit [www.scgovcon.com](http://www.scgovcon.com) for more information.



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