

From: Veldran, Katherine <KatherineVeldran@gov.sc.gov>
To: Smith, AustinAustinSmith@gov.sc.gov
CC: Patel, SwatiSwatiPatel@gov.sc.gov
Schimsa, RebeccaRebeccaSchimsa@gov.sc.gov
Godfrey, RobRobGodfrey@gov.sc.gov
Date: 10/16/2015 9:49:49 AM
Subject: Re: Tanger Outlet's PSA request

Any updates on the Tanger PSA request? KV

> On Oct 14, 2015, at 12:59 PM, Smith, Austin <AustinSmith@gov.sc.gov> wrote:

>

> That's awesome. If the Lowcountry Food Bank is on the receiving end, I don't think there is a logistics role for ESF-18 and DOA. I'll let Marcia know and stand by in case they need our assistance.

>

>> On Oct 14, 2015, at 11:38 AM, Veldran, Katherine <KatherineVeldran@gov.sc.gov> wrote:

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>> Below is a request from Tanger Outlets.

>> KV

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>> -----Original Message-----

>> From: Quentin N. Pell [mailto:Quentin.Pell@tangeroutlets.com]

>> Sent: Wednesday, October 14, 2015 10:02 AM

>> To: Veldran, Katherine

>> Subject: Food Drive

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>> As part of Tanger Outlets' regional community outreach efforts, the company is currently in discussions with the Lowcountry Food Bank in to act as host for on-site food drives at each of their four South Carolina centers during the month of November. In conjunction with the partnership, the Charleston Mayor's office has suggested that Steve Tanger tape a PSA with the Governor to help drive people to the centers to donate. This would reach a mass audience in the coastal South Carolina area and would be free of cost.

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>> The timing coincides with the beginning of the holiday shopping season and could be promoted through a media release, shared across Tanger's social networks and the Tanger website. The LCFB bank organization will also promote through their media sources and events page.

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>> The Lowcountry Food Bank serves 200,000 children, adults and seniors throughout the 10 coastal counties of South Carolina throughout the year as many families struggle to find regular access to nutritious food. This year the LCFB will distribute 24 million pounds of food—5 million pounds of which is fresh produce. Natural disasters like the historic flooding seen in South Carolina put adequate nutrition further out of reach for those in the community who struggle with hunger, and force others who have never needed it before to seek food assistance. The demand is greater at this time than ever before.

>>

>> Please advise if the Governor's availability to tape this important PSA with Steve Tanger or Tanger Representative in the next two weeks.

>> Sent from my iPhone

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