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**From:** Duane Parrish <dparrish@scprt.com>  
**Sent:** Tuesday, April 12, 2016 4:41 PM  
**To:** Haley, Nikki  
**Cc:** Smith, Austin  
**Subject:** Fwd: South Carolina Now Appearing in the Big Apple

Sent from my iPhone

Begin forwarded message:

**From:** Tammy Strawbridge <[tstrawbridge@scprt.com](mailto:tstrawbridge@scprt.com)>  
**Date:** April 12, 2016 at 4:23:10 PM EDT  
**To:** Agency -- Entire Agency <[entireagency@scprt.com](mailto:entireagency@scprt.com)>  
**Subject:** South Carolina Now Appearing in the Big Apple

Good afternoon all!!

If you happen to be New York City between now and June 30, make sure you go to Times Square and see PRT's new digital video billboard at 1500 Broadway and West 43<sup>rd</sup> Street. The link below contains photos and video of our spot from Times Square!

[https://links.bfgcom.com/Lj\\_PaJlAxU/](https://links.bfgcom.com/Lj_PaJlAxU/)

Although advertising in New York City is extremely expensive, PRT was able to take advantage of a special offer that allowed us a **very** discounted rate, and the opportunity to promote South Carolina for the first time ever in Times Square in the New York City market.

During the 13 week flight, which began April 1st, the video that will run on the billboard will feature South Carolina beaches, golf, Devils Fork State Park camping and fishing, the Edisto River treehouses and seafood festivals in the Lowcountry. The video billboard advertising is being further supported in the New York City market with mobile phone and tablet advertisements, as well as a social media campaign.

*Tammy*  
Tammy Strawbridge  
Advertising Manager  
SC Department of Parks, Recreation & Tourism  
1205 Pendleton Street  
Columbia, SC 29201  
803.734.0346  
[tstrawbridge@scprt.com](mailto:tstrawbridge@scprt.com)

