

From: Amy Duffy <aduffy@scprt.com>
To: Veldran, KatherineKatherineVeldran@gov.sc.gov
Date: 7/22/2014 8:21:11 AM
Subject: RE: DRAFT copy for Governor Haley's consideration - social media re: new tourism website

Katherine,

For your consideration. Out of the office but on my cell this morning if you need anything.

Amy D. Duffy
Chief of Staff
SCPRT

Begin forwarded message:

From: Beverly Shelley <bshelley@scprt.com>
Date: July 22, 2014 at 12:27:02 AM EDT
To: Amy Duffy <aduffy@scprt.com>
Subject: USE THIS VERSION...!RE: DRAFT copy for Governor Haley's consideration - social media re: new tourism website

Spotted a missing word.....

From: Beverly Shelley
Sent: Tuesday, July 22, 2014 12:17 AM
To: Amy Duffy
Cc: Beverly Shelley
Subject: DRAFT copy for Governor Haley's consideration - social media re: new tourism website

Two approaches:

approach one:

Whether you're looking for a weekend adventure or a week-long family vacation, find inspiration at the new DiscoverSouthCarolina.com web site. Articles and videos highlight all there is to do and see in South Carolina, and you can even design your own vacation on the new trip planner and share it with friends and family.

approach two:

So proud of the great work by the team at the South Carolina Department of Parks, Recreation & Tourism on the newly designed [DiscoverSouthCarolina.com](https://www.discoverSouthCarolina.com) website. The new website, designed by the South Carolina-based firm, BFG Communications, is loaded with ideas for what visitors and residents alike can see and do throughout the state -- from the mountains to the sea. And, a trip planning tool lets you build your own itinerary and share it with friends and family. Visit [DiscoverSouthCarolina.com](https://www.discoverSouthCarolina.com) to see for yourself why every day is a GREAT DAY IN SOUTH CAROLINA.