

**From:** Veldran, Katherine  
**To:** Symmes, Brian <BrianSymmes@gov.sc.gov>  
Godfrey, Rob <RobGodfrey@gov.sc.gov>  
**CC:** Adams, Chaney <ChaneyAdams@gov.sc.gov>  
**Date:** 4/10/2015 10:26:53 AM  
**Subject:** RE: ERNIE ELS AND ELS FOR AUTISM TURN GOLF BLUE THIS APRIL TO MARK  
AUTISM AWARENESS MONTH

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I don't think. We didn't last year.

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**From:** Symmes, Brian  
**Sent:** Friday, April 10, 2015 10:26 AM  
**To:** Veldran, Katherine; Godfrey, Rob  
**Cc:** Adams, Chaney  
**Subject:** RE: ERNIE ELS AND ELS FOR AUTISM TURN GOLF BLUE THIS APRIL TO MARK AUTISM AWARENESS MONTH

Thanks for passing this along. Is there any expectation that we will be asked to issue this proc again this year? If so, we would like to get ahead of it as early as possible.

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**From:** Veldran, Katherine  
**Sent:** Friday, April 10, 2015 10:21 AM  
**To:** Godfrey, Rob  
**Cc:** Adams, Chaney; Symmes, Brian  
**Subject:** RE: ERNIE ELS AND ELS FOR AUTISM TURN GOLF BLUE THIS APRIL TO MARK AUTISM AWARENESS MONTH

Just an FYI – attached is our proc regarding Els Autism Awareness Day from 2013.

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**From:** Godfrey, Rob  
**Sent:** Friday, April 10, 2015 10:07 AM  
**To:** Veldran, Katherine  
**Cc:** Adams, Chaney; Symmes, Brian  
**Subject:** Re: ERNIE ELS AND ELS FOR AUTISM TURN GOLF BLUE THIS APRIL TO MARK AUTISM AWARENESS MONTH

Is there an action item here?

Sent from my iPhone

On Apr 10, 2015, at 7:58 AM, Veldran, Katherine <KatherineVeldran@gov.sc.gov> wrote:

FYI

Begin forwarded message:

**From:** "Angela McSwain" <Angela@heritageclassicfoundation.com>  
**To:** "nicole.poundstone@ernieels.com" <nicole.poundstone@ernieels.com>, "lucy.cutton@ernieels.com" <lucy.cutton@ernieels.com>  
**Subject:** ERNIE ELS AND ELS FOR AUTISM TURN GOLF BLUE THIS  
APRIL TO MARK AUTISM AWARENESS MONTH

**For more information contact:**

- Nicole Poundstone | T: 561-262-0008 | E: [nicole.poundstone@ernieels.com](mailto:nicole.poundstone@ernieels.com)
- Lucy Cotton | T: 561-578-0532 | E: [lucy.cotton@ernieels.com](mailto:lucy.cotton@ernieels.com)

*Ernie Els' Foundation, Els for Autism, to turn golf blue on April 17th at the RBC Heritage to raise awareness and show support to those affected by autism.*

**Jupiter, Fla. (April 10, 2015)** The RBC Heritage Presented by Boeing PGA TOUR event, taking place at Hilton Head Island, SC, April 13th-19th, is once again supporting four-time Major Champion, Ernie Els and his Foundation, Els for Autism in shining a light on Autism during Autism Awareness Month this April. On **Friday, April 17th**, the Foundation aims to turn the PGA TOUR blue with the help of players, to help drive awareness of a disorder that now affects 1 in 68 children in the U.S. and 1 in 42 boys, as well as show support to the estimated two million individuals affected by autism and their families.

PGA TOUR Professionals and caddies will be asked to wear blue on Friday and join World of Golf Hall of Famer and four-time Major Champion, Ernie Els in showing support for those affected by autism spectrum disorder. Blue and white autism awareness ribbon pins will be available to players and caddies at the 1st and 10th tees on Friday.

Spectators can also keep a look out for Els' custom blue autism awareness gear. As well as the autism awareness pin, Els' signature lion head cover has once again been turned blue for the month of April and he will also wear a special, blue, I-ONICS Els for Autism Power Sport Band. In addition, BirdieBox has launched an "Els for Autism Box" – that includes a limited-edition collection of golf related products with a percentage of proceeds being donated back to the Foundation. The box features a fantastic assortment of golf gear. Fans can find out how to secure Els for Autism gear, all of which benefit the Foundation, by visiting: [www.elsforautism.com/GoBlue](http://www.elsforautism.com/GoBlue).

"Since Liezl and I set up the Foundation in 2009, the outpouring of support we have received from people has been phenomenal. In particular we have been humbled by the show of support from my fellow TOUR Players. It means so much to us that they come out here every April and show their support to all of those affected by autism and their families, by wearing our puzzle pin." Said Els for Autism Founder, Ernie Els.

Els added: "This year is the most exciting year to date for the Foundation as this August we will be opening the doors to the first buildings of our Center of Excellence – the Lower School and the Auditorium. The golf community, on both the amateur and professional side, has played a huge part in helping us realize our dream of building a better future for people with autism and I am so proud of the difference that we, as a collective group, are making. The Center will have a positive impact on individuals on the spectrum, their families and the professionals that work with them, not only where we live in Florida, but across the U.S. and internationally."

Throughout the month of April, Els for Autism strives to raise awareness and educates fans and supporters via its social media outlets by sharing educational facts about autism and promoting early detection.

**Follow the conversation:**

**TWITTER:** @ElsforAutism #Blue4Autism

**FACEBOOK:** /ErnieElsGolf

**WEBSITE:** [www.ElsforAutism.com/GoBlue](http://www.ElsforAutism.com/GoBlue)

## **CALLS TO ACTION:**

- **GET PREPARED & KNOW THE FACTS** - Els is hoping that viewers and spectators will learn the facts about the early warning signs of autism.
  - Recent studies show that most children are diagnosed after age 4, despite the fact that ASD can be diagnosed much earlier.
  - Symptoms can often be detected by 18 months of age or earlier. When parents first suspect that early signs of autism may be present, they should discuss these concerns with their pediatrician and ask for an autism screening.
  - Research indicates that early identification and intensive early intervention can result in significant positive outcomes for many children with ASD.
  - To learn more go to [www.elsforautism.com/GoBlue](http://www.elsforautism.com/GoBlue)
  
- **SPECTATORS** – Can show their support by wearing blue to the tournament on Friday April 17.
  
- **VIEWERS/FANS** - Can show their support by securing and wearing an **autism awareness pin**, as worn by Ernie and his fellow PGA TOUR players by making a \$10 donation. Other items that can be purchased and that benefit Els for Autism include: an **Els for Autism I-ONICS Power Sport Band**, a **Daphne's custom-made BLUE lion head cover** and an **Els for Autism BirdieBox**. For more details visit: [www.elsforautism.com/GoBlue](http://www.elsforautism.com/GoBlue)
  
- **AMATEUR GOLFERS** – Can get involved by signing up a team in the 2015 Els for Autism Golf Challenge series. Els for Autism will be hosting a Golf Challenge event at Harbour Town Golf Links that will be presented by Boeing on **September 28th, 2015**. General public can sign up two person teams by visiting [www.e4aGolf.com](http://www.e4aGolf.com). Finalists will join Ernie Els at the Series Finale in Las Vegas in November this year.

## **ABOUT THE ELS FOR AUTISM FOUNDATION**

- The Foundation was established in 2009 by Liezl and Ernie Els shortly after their son, Ben (12), was diagnosed with autism.
- Els for Autism is committed to helping people on the autism spectrum fulfill their potential to lead positive, productive and rewarding lives.
- The Foundation is in the middle of a catalytic project; the establishment of a state-of-the-art Center of Excellence with a local, national and global reach.
- Groundbreaking for the Center of Excellence took place on March 10, 2014 in Jupiter, Florida.
- Once completed The Els Center of Excellence, being built on a 26-acre site, will provide a uniquely designed on-site educational program for 300 children on the autism spectrum ages 3-21. It will also bring together the critical components of early intervention, transition to adulthood, medical and professional services, and adult

services all on one campus. At its heart will be a multi-faceted global outreach program that will make best practices in education and therapy available to children, families and autism experts both in the U.S. and internationally.

- Having all the essential components on one campus, with the integrated programming and continuity of service that this allows, will not only be a game-changer for the children in the local area, but positions the Center as the perfect hub for a global outreach program; that will ensure its influence is felt far beyond the boundaries of its walls.
- The Lower School is on schedule to welcome its first students in August 2015, and the Auditorium Building is also on track to become the new home of the Foundation this summer, enabling the team to further develop its global outreach programs using this magnificent, and fit-for-purpose building as its base. In the meantime, the Foundation continues its fundraising efforts to ensure a continuous build schedule for the remaining components of the Center; the Upper School, the sports facilities, the medical and professional services building and the adult services component.
- In addition, the Foundation recently introduced Ernie Els #GameON Autism™ Golf Clinics, an initiative focused on using golf as a life skills development tool. These have been hosted at courses across the U.S. and most recently South Africa and this year will be extended to include locations in

Canada. The Foundation has plans to roll-out #GameON Autism Golf as a comprehensive program across the U.S. and internationally.

- Els for Autism is a US 501(c)(3) public charity (EIN #26-3520396).

#### **ABOUT AUTISM AWARENESS IN APRIL**

- In 2008, The United Nations General Assembly unanimously [declared April 2 as World Autism Awareness Day \(A/RES/62/139\)](#) to highlight the need to help improve the lives of children and adults who suffer from the disorder so they can lead full and meaningful lives.
- In 2013, South Carolina Governor, Nikki Haley, proclaimed Friday, April 19, 2013 “Els Autism Awareness Day.”

#### **PHOTOGRAPHY:**

The following photography can be downloaded for editorial use:

- April Autism Awareness Specific: <http://www.elsforautism.phanfare.com/6289152>
- Generic Els for Autism: <http://www.elsforautism.phanfare.com/6828828>

#### **DONATIONS:**

- To **donate by check**: make out checks to Els for Autism and address to: Els for Autism, 3900 Military Trail, Suite 200, Jupiter, FL 33458
- To donate online visit: [www.ElsForAutism.com](http://www.ElsForAutism.com)

Angela McSwain, *Marketing Director*  
**Heritage Classic Foundation**  
**RBC Heritage - A PGA TOUR Event**  
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RBC Heritage | Hilton Head Island, SC | April 13-19, 2015

[www.heritageclassicfoundation.com](http://www.heritageclassicfoundation.com)

<2015 Autism Fact Sheet.pdf>

<RBC Heritage\_Els for Autism Press Release\_FINAL[1].pdf>