**Media Kit**

**Who:** Founding partners, the Medical University of South Carolina, the S.C. Department of Commerce, and the S.C. Research Authority joined forces to highlight the best and brightest innovations being developed in South Carolina.

**What:** Governor Henry McMaster proclaims April as Innovation Month in South Carolina.

**Why:** South Carolina has a robust ecosystem of academia, entrepreneurship, government, and industry who understand that a strong South Carolina must include an environment that is fertile for innovation to thrive.

**Where:** South Carolina

**When:** The month of April

**How:** Partners and collaborators in the innovation ecosystem will meet at the statehouse to proclaim April as Innovation Month in South Carolina.

Founding Partners are launching an Innovation Month website to highlight the best and brightest innovation being developed in South Carolina.

The founding partners invite other partners to join them in the celebration by:

* Submitting their innovation events occurring in April.
* Downloading the Innovation Month logo and including it in their promotions.
* Downloading the Innovation Month press release template to help promote their events and activities.

*Downloadable Logo (in various formats)*

*Downloadable Innovation Month Media Advisory Template*

*Downloadable Innovation Month Press Release Template*

**Media Contact:**