



For Immediate Release

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'IF YOU AIN'T FIRST, YOU'RE LAST!'

*State Tourism Organizations Travel Oregon & Discover South Carolina,
Collaborate on Coast-to-Coast Eclipse Challenge*

PORTLAND, Ore. & COLUMBIA, S.C. —Aug. 17, 2017— Travel Oregon and Discover South Carolina, two destination marketing organizations which promote travel and tourism to their respective states, are over the moon to announce they will be hosting a joint social media challenge next Monday, August 21, the day of the total solar eclipse.

The transcontinental eclipse will begin in Oregon and end in South Carolina, allowing individuals in Oregon the first opportunity in the nation to experience the celestial phenomenon, and those in South Carolina the last.

To celebrate, recognize and forever remember the beginning and the end of this once-in-a-lifetime event, the two organizations want viewers to share their experiences before, during and after the eclipse.

Want to participate? Both Travel Oregon and Discover South Carolina encourage individuals to tag their Instagram posts (original images or videos) @TravelOregon and @Discover_SC, describe their location within Oregon or South Carolina, comment on what the experience meant to them and then include the hashtag, #coast2coasteclipse.

The challenge will close Tuesday, August 22 at 11:59 p.m., after which two lucky winners will be selected by each state's governor — Governor Kate Brown of Oregon and Governor Henry McMaster of South Carolina — to win swag from their respective states. No purchase necessary.

To learn more about Travel Oregon, visit www.traveloregon.com. To learn more about Discover South Carolina, visit www.discoversouthcarolina.com.

Discover South Carolina, the marketing brand used by The South Carolina Department of Parks, Recreation & Tourism, aims to promote leisure travel and tourism to the state of South Carolina. For more information on the Palmetto state's 47 state parks, bustling cities, charming small towns, festivals and events, authentic cuisine and beautiful coastline, please visit DiscoverSouthCarolina.com. South Carolina...it's Just Right.

The Oregon Tourism Commission, dba Travel Oregon, works to enhance visitors' experiences by providing information, resources and trip planning tools that inspire travel and consistently convey the exceptional quality of Oregon. The commission aims to improve Oregonians' quality of life by strengthening the economic impacts of the state's \$11.3 billion tourism industry that employs more than 109,000 Oregonians. Visit TravelOregon.com to learn more.

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