



U N I V E R S I T Y O F
SOUTH CAROLINA

CANCELLATION OF SOLICITATION

TO: ALL VENDORS

FROM: Mary L. Sims, Procurement Manager

SUBJECT: Solicitation Number: USC-FPB-1821-MLS

DESCRIPTION: Advertising and Public Relations Services

DATE: October 26, 2010

Effective immediately, this solicitation has been cancelled.

The University is embarking upon an integrated approach to its marketing and branding to unify messages and approaches to future efforts. It has been decided to delay consideration of a contract for Advertising and Public Relations Services at this time.

It is anticipated that a new solicitation for services related to graphic design and other production implementation services may be issued at a later date.
