



WEB-
BASED,
SOCIAL &
EMERGING
MEDIA
SERVICES

E M I L Y
REVOLUTIONARY MARKETING

PALMETTO WALK BIKE

(FORMERLY PALMETTO CYCLING COALITION)

ABOUT THE CLIENT

Location: Columbia, SC

Email: info@pccsc.net

Phone Number: 803-276-5690

Website: <https://palmettowalkbike.com>

Palmetto Cycling Coalition, now known as Palmetto Walk Bike, is a Columbia-based non-profit working to make South Carolina bicycle and pedestrian-friendly, improving safety through better access and education.

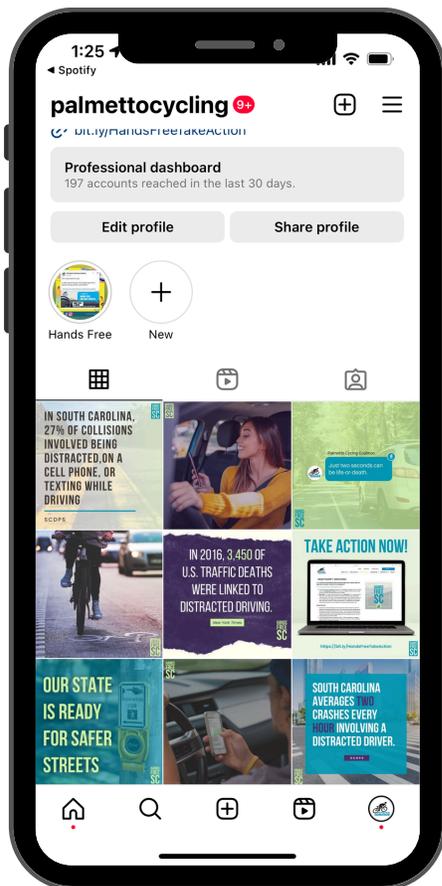
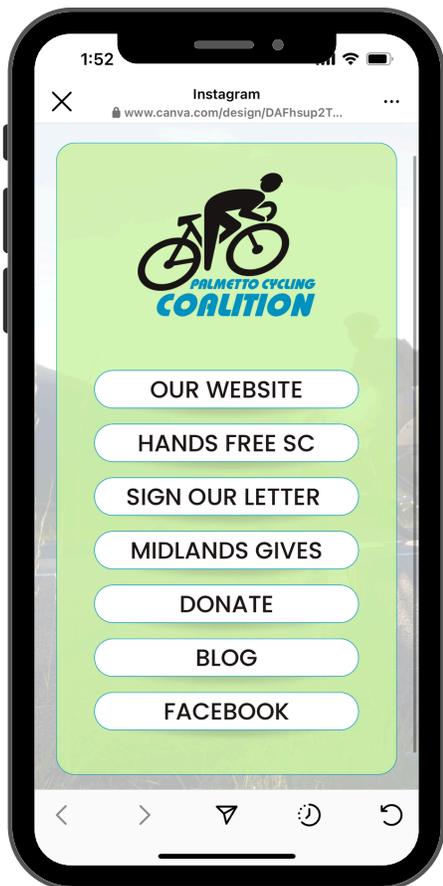
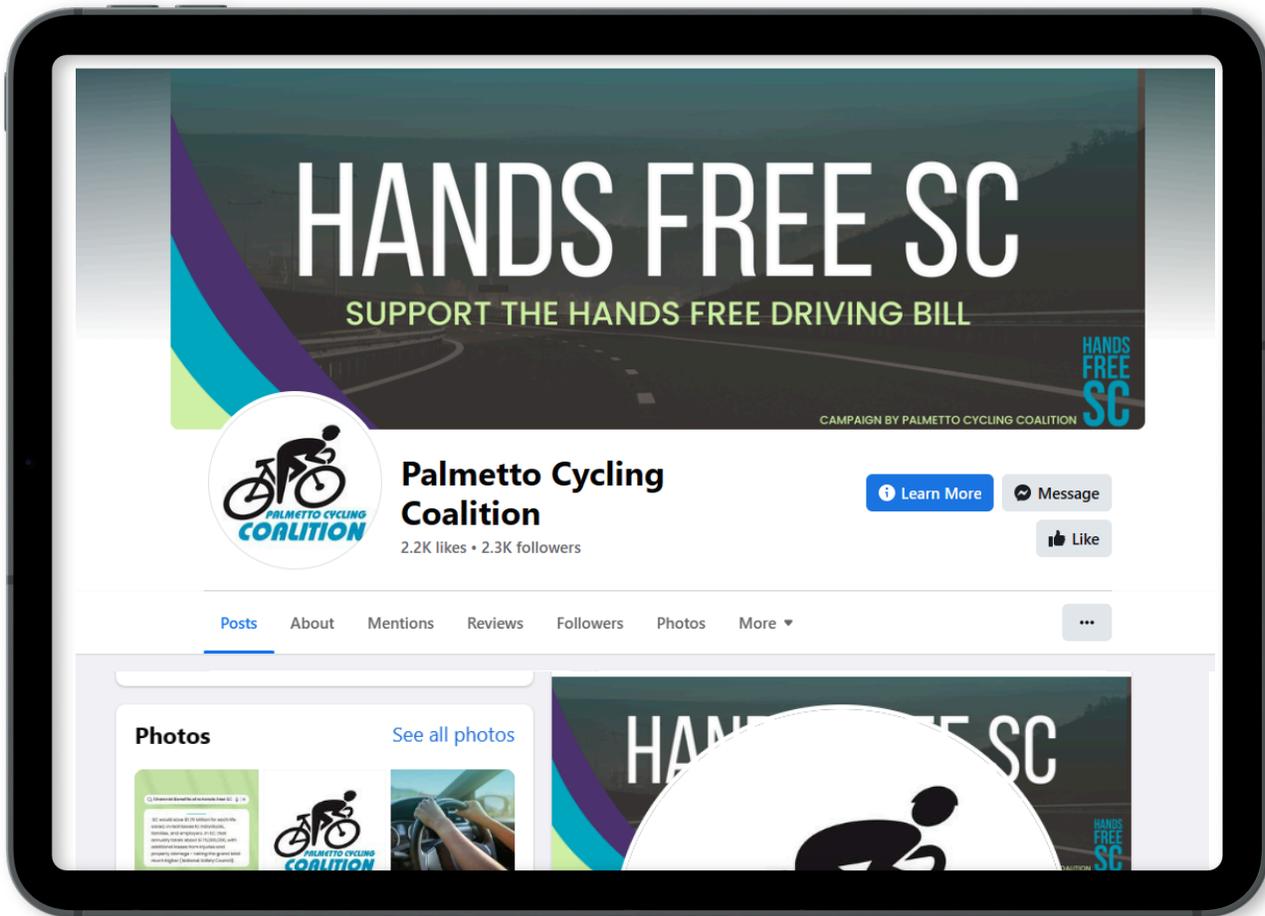
Project Task: Social Media Content Creation, Social Media Campaign, Social Media Ads and Billboard Design & Placement

Project Timeline: February 2023 - January 2024

Problem/Solution: A major issue in South Carolina has been the safety of the state's roadways for pedestrians and cyclers. Palmetto Cycling Coalition felt that it was their duty to raise awareness of road safety issues and educate South Carolinians on solutions to the problem.

Palmetto Cycling hired Team EMILY to create high-quality content to post on social media to help support awareness efforts with a Hands Free SC campaign. Our team coordinated and executed a strategic social media campaign on PCC's social media pages to help bring awareness to the road safety issues facing South Carolina. In support of these social media campaign efforts, we designed a billboard campaign for outdoor advertisements.

In May 2025, the South Carolina legislature passed a hands-free law aimed at reducing the number of distracted driving collisions on South Carolina roads. The South Carolina Hands-Free and Distracted Driving Act took effect on September 1, 2025.





**TEXTING & DRIVING IS
6X MORE DANGEROUS
THAN DRUNK DRIVING.**

**HANDS
FREE
SC**

Campaign hosted by Palmetto Cycling Coalition. Learn more at PCCSC.net

**HANDS
FREE
SC**

**IF YOU'RE DISTRACTED,
WHO'S DRIVING?**

SUPPORT THE HANDS FREE DRIVING BILL

Campaign hosted by Palmetto Cycling Coalition. Learn more at PCCSC.net

**10% OF FATALITIES
ARE PREVENTED WITH
HANDS FREE DRIVING**

**HANDS
FREE
SC**



SUPPORT THE HANDS FREE DRIVING BILL

CAMPAIGN BY PALMETTO CYCLING COALITION. LEARN MORE AT PCCSC.NET